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CANADIAN MOVING PICTURE DIGEST

5 Good Reasons Why You Should Book and Play First National Pictures

"Trouble"

"The Masquerader"

"The Eternal Flame"

"The Bond Boy" "Kindred of the Dust"



Associated First National Pictures, Toronto Montreal St. John
Winnipeg Calgary Vancouver

TORONTO, CANADA
NOVEMBER 4th, 1922.

LLOYD HAMILTON



James W. Dean, one of America's foremost newspaper critics, whose reviews are printed in hundreds of papers, said: "Lloyd Hamilton is hereby nominated for a place in the hall of comic immortals. Chaplin, Lloyd and Keaton must crowd up a bit to give him room."

LOYD HAMILTON'S excellent work in our Mermaid Comedies has earned for him, through the public's steadily increasing approval, promotion to a producing company of his own. Under the name HAMILTON COMEDIES this comedian will present on the screens of the world six feature comedies, each in two parts, for the season of 1922-23.

As much care, thought, time and money will be spent on these Short Subject features as is usually spent only on five-reel pictures.

The first production featuring this great screen humorist will be ready for your enjoyment early in the fall.

Ask the manager of your favorite theatre now if he has contracted for HAMILTON COMEDIES, and when he will be able to show you the first picture.

HAMILTON COMEDIES, like all motion pictures released by Educational, will carry our trade-mark on their posters and lobby cards and on the motion pictures themselves.

*When You See This Sign
Go In—
It's the Sign of a
WHOLE Evening's
Entertainment*



IN
HAMILTON
COMEDIES

Is Known To 24,000,000 PEOPLE Who Saw
← THIS AD IN
THE SATURDAY EVENING POST (Issue of August 5th)
AND **THE LADIES' HOME JOURNAL** (November Issue)
SIX FEATURE TWO-REEL
Comedies for 1923
Contract for Series Now!

Canadian Educational Films Limited, Original from
Toronto Montreal St. John
Winnipeg Calgary Vancouver

"CANADA'S FIRSTBORN"
The
CANADIAN MOVING
PICTURE DIGEST

RAY LEWIS
Managing Editor

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TORONTO, CANADA

NOVEMBER 4th, 1922

Let Us Be Thankful

THANKSGIVING DAY in Canada was observed on Monday, Nov. 6th. This day is a reminder to us to remember the things that we have to be thankful for.

Leaving the personal element out of the phase of thankfulness, the Canadian Film Industry has much to be thankful for this year. First, the production of pictures which are about seventy-five per cent. superior to last year's product. The development of the Independent Product; and the perfection of short length subjects and comedies, has given the exhibitor such a field of pictures to select from that no Trade Mark is in a position to wield a bludgeon over his head. The exhibitor who is not thankful for this most important and vital asset resembles the Israelites while on their journey to the Promised Land, the heavens rained Manna and they cried for meat.

Some years ago, not so very many, in order to secure a standard of quality, exhibitors were obliged, against their future interests, to trade where the standard quality was exclusive. Conditions arose which made this kind of trading suicidal to the exhibitor, but upon being repeatedly warned, the exhibitor would say, and with justification, "Where am I to get as good pictures?"

His was a voice crying out into the wilderness. The present day has answered the cry, there is no longer a wilderness. Be thankful, exhibitors, that you are living in a land which is abundantly supplied with Trade Marks of equal strength as to standard quality of production, with Independent Products surpassing each other in entertaining and marketable merit. No Trade Mark can force the closure of any exhibitor's house. Is not that a great situation to be thankful for?

No Trade Mark can push another Trade Mark out of business. Canada is especially roomy; and there is a living and profit here for every Trademark which will go and get it. Exchanges, is not this a splendid opportunity to be thankful for?

There are over one hundred Moving Picture Theatres in Toronto, Ont. It is doubtful whether on this Thanksgiving Day, even one of these theatres was not filled to capacity and overflowing. Some of the downtown theatres, including the big ones, with seating capacity from 1800 to 3500 appeared to be packed from the hour of opening until the doors closed; and many a holiday seeker was forced to try three or four of these theatres before he finally could get into one. Of course the weather was favorable; and the Film Industry had a large blessing for which to be thankful, they reaped a plenti-

ful harvest on Thanksgiving Day, one which should make history for this day over all other days of its kind.

It looked as if the year would find one huge theatrical combination. Developments changed the danger of such a combine for the present at any rate. In the meantime exhibitors were given the only kind of warning which appears to have any influence over them, the kind of scare which people living in a volcanic region experience when the eruption occurs. Murmurings, smoke, rumblings, have no effect on the majority of humans, they drift along, secure in the present. Some volcanos go dead, but only for a time. To satisfy yourself by saying that this volcano will not awaken in your day is a poor excuse for the inertia with which one shambles through life, avoiding responsibilities.

If you will keep track of what is going on in your business you will note that a very important part of the contemplated combine is carrying the combine idea on to such an extent that new theatres are being acquired from exhibitors, new theatres built with a machine-like regulation. In some towns in Canada the only theatres in operation are in the combine. Exhibitors, especially the smaller ones, should be thankful for the independence with which Independent Chains of theatres are materializing in Canada. To have the picture theatres in the hands of a Combine would bring about the same situation which occurred in the theatrical arena about fifteen years ago. The best theatres were controlled by a group of men, who forced the Independent theatre owner to come to their terms, or to go out of business. How was this accomplished? It happened that this organization had some of the very best legitimate stars under their management, they affiliated with other managers who had other first-class productions and stars; and the Independent manager was starved for good attractions while his opposition, running a poorer-class house was fed with the best attractions. Where the cheaper house was impossible, the Combine built another house right on the Independent Manager's doorstep. They worked the same squeezing process on Independent Productions. The combine forced the producer to come to its terms or no playing dates were available. Since the combine had the first-class houses the answer is evident.

It worked for a great many years, but since it is so arranged by Life that no Selfish Influence can have exclusive power, the Combine was eventually destroyed. One cannot help but be thankful for the examples which history has given us. Let us be thankful.—Ray Lewis.

"The Mountain Girl" With Dorothy Gish

Old Peter Kemble, Mountaineer, once a giant, is now a helpless dervish, paralyzed and waiting for the Great Summons to pass on. His granddaughter Sally (Dorothy Gish), lives with him alone 'way up in the mountains of Old Kentucky. Of how old Peter, in his youth, "double-bent Jim Riley's gun Barr'll," and how today, by one last and supreme effort, he recovers that mighty strength of arm—when his little girl's honor is in jeopardy—only to get the Summons and pass on—this picture tells it all with unusual sympathy and dramatic finish. "Gentleman Dick never believed Old Kemble's story—until the miracle happened—and then it was too late—for Dick. And Sally and Tom, who had never believed the old man—they came to believe also. One of the eighteen two-reel dramas released by Canadian Exhibitors' Exchange.

Joe Gorman, Associated First National, Montreal, Enthusiastic About Releases

Exchange men all over Montreal are at one in speaking of the better business in view for the current season. Speaking with Joe Gorman, Montreal Manager of Associated First National, he stated that the long list of big releases recently specified in the Digest had all been disposed of for weeks ahead and Joe is enthusiastic over future prospects. Without giving definite details he says that an equally important and interesting group of releases is being negotiated for and that these will soon be announced. They will all be big specials and will be along the lines of "The Eternal Flame" and "The Masqueraders," so it is unnecessary to say that he will have no difficulty in disposing of them all along the line.

"Just Tony" Plays Capacity "Foolish Wives" Also Big At Province, Winnipeg

"Just Tony" played to capacity business at the Province in Winnipeg the week of Oct. 30, Charles de Grand court putting over a splendid publicity campaign for this Fox subject, which had big results. "Theodora" at the Lyceum in Winnipeg did fair business the week of Oct. 23, but "Foolish Wives" did a big business the week of Oct. 30, at the Lyceum.

Gordon White Special Sales Representative Hodkinson

Gordon White, formerly with Associated First National, has joined the Hodkinson forces as Special Sales Representative in Canada.

Universal Feature "The Storm" Establishes Record, Allen, Mon.

Canadian Universal Film Co., Ltd., have released their big picture, "The Storm," at the Allen, Montreal, for the full week, and the patrons have agreed in full with the advance publicity of this film as to its being one of the most notable advances in pictures made in some time. The Allen has no reason to regret booking it, judging by the large crowds that have been besieging the theatre afternoon and night. Recently, too, the same exchange gave a private screening of "Under Two Flags" at the Allen, which exhibitors enthused over and this picture will shortly be released.

J. Plowright Looks Over Montreal Territory to Instal Special Hodkinson Agent

J. Plowright, general manager of Hodkinson Films, Limited, has been looking over the territory in Montreal recently with a view to bringing in a personal representative to this city. At present Hodkinson pictures are distributed through the Famous Players, and this arrangement will be continued with the addition mentioned in these notes.

Claire Hague Visits Montreal Universal Exchange

Claire Hague, General Manager Canadian Universal, visited Montreal inspecting offices and prospects here and in the Maritime Provinces. He was accompanied by Mrs. Hague. Mr. and Mrs. P. C. Taylor, the former being the Universal Branch manager at St. John, N.B., was also in Montreal.

Exhibitors 100 per cent. Win. "Go To Show Week" Beauty Contest Introduced

The Exhibitors of Winnipeg are putting on Motion Picture "Go To Show Week" beginning November 13 when a popularity beauty contest will be held in four districts of the city, the three best photographs sent in through each district going to the judges, and the winners in each district going into an elimination contest to select the best who will be given a trip to Hollywood to be financed by the exhibitors with the help of the various film exchanges and studios. During the week speakers will address theatre audiences in various parts of the city on the artistic and the business side of the industry. The exhibitors are 100 per cent. into the week.

P. Donoghue, well known formerly in connection with exchanges, Ottawa, has taken over the Francais theatre, Ottawa, from Patrick Labelle, of Montreal.

Allen Theatre Managers' New Election of Officers

The Allen Theatre Managers' Association have passed another milestone, and at the weekly luncheon in the King Edward Hotel on Thursday last a new election of officers took place, of which the following officers were elected:

Honorary President—Mr. J. B. Cronk, Manager of the Allen Theatre.

President—Mr. Harvey Williams, Manager of the Beach Theatre.

Vice-President—Mr. R. L. Downey, Manager of the St. Clair Theatre.

Secretary—Mr. B. Whitham, of the Advertising and Purchasing Departments.

Treasurer—Mr. Geo. Morrell, Manager of the College Theatre.

"Bill" Stewart to Exploit Goldwyn Features Exclusively

It is getting so in Toronto that it is almost impossible to play checkers with the players in the Film Industry, they move so fast. Exhibitors who have bookings on Goldwyn features, and those who are considering bookings will be delighted, no doubt, to know that "Bill" Stewart who was such an invaluable aid in the exploitation of Associated First National productions will now give his attention and time to exploiting Goldwyn Features exclusively. "Bill" will be at his new desk next week, in the Goldwyn Exchange.

J. P. O'Loughlin Books Twenty-two Montreal Theatres One Picture a Week

Canadian Releasing Corporation makes an announcement that concurs with and bears out the statements of better business asserted by other exchanges. J. P. O'Loughlin, recently interviewed, stated that he had booked up twenty-two Montreal theatres, one picture a week, for a year ahead.

Lalumiere Says Good Business Negotiating for 'Determination'

Mr. Lalumiere reports good business with a number of French films, included in which are "Irene," "Night of 11th September," "The Flying Dutchman," and "The Dream," by Emile Zola. He also has a detective serial of Nick Winter. Mr. Lalumiere is also in negotiation for "Determination."

Projectionist at Liberty — First-class papers. Capable manager; best of references, projection guaranteed; married. Apply H. E. Drew, Duchess Theatre, North Battleford, Sask.

MGR. M. ROSENTHAL RE-OPENS GRAND OPERA HOUSE, SUDBURY, UNIVERSAL FEATURE, "HUMAN HEARTS,"

MGR. M. Rosenthal, formerly connected with Walkerville Theatre, Walkerville, Ont., has taken over the Grand Opera House, Sudbury, Ont.. This theatre is among the class of houses which are in need of just the kind of energy which Mgr. Rosenthal is beginning to exercise in the management of his theatre. We quote from a letter received from him on the opening of the Grand under his management:

"I reserved the entire house for the opening night in order to be able to take care of the invited guests. All the city council and prominent people were present, some of them for the first time in years. You probably know that this house has been run down for the past three years and when I took it over was in a terrible condition. I had the house painted inside and decorated as well as the exterior doors. Put up an illuminated canopy and fixed up my lobby tastefully with flowers, ferns and framed photos. The inside received the same treatment. Two weeks before opening I commenced using the newspapers telling them about the re-opening. I rented the theatre to a local talent show Thursday and Friday so that the people would talk about the work going on.

After the usual hardships on Monday I went home to dress (tuxedo and all) and came in about 7.15 to find the lobby jammed.

My opening program was as follows: "God Save the King," Overture, Weekly, Welcome Address, Violin Solo, Prologue to feature, Feature, "Human Hearts," Comedy, exit march.

We gave them a wonderful show and they went out raving about it.

In short, overnight, I put a lemon on the map. From the comments I heard all day long there seems to be no doubt in my mind that in a very short space of time I will have a good paying theatre here. The house was

comfortably filled the following night and the music we gave them under the leadership of my brother was something new."

Mgr. Rosenthal deserves all that he can get and then some for the enterprising spirit with which he handled the opening of the Grand. A small four-page circular opened with an announcement which read as follows—THE GRAND—followed by heavy line ruling and another fine line-ruling which formed a frame across the top and along the left side of the first page. The bottom of the page had another heavy and fine line ruling corresponding with the top. In this frame the following: "Intended as a real people's Theatre."

"It is the aim of the present management in re-opening this theatre to present entertainment that is Distinctive, Original and Pleasing.

In order to approach the ideal we have set for ourselves, it is necessary to have sympathy and criticism of our patrons. You can help us in attaining the utmost in entertainment by being candid with us.

Criticize when we are wrong, but do not be afraid to appreciate when pleased.

Meet the Management personally and you will always find him ready to hear any suggestions made."

Under the bottom line in large type "Always a Good Show." The centre pages nicely framed, included coming attractions. Among those listed we find: George Arliss, in "The Ruling Passion;" Vitagraph's Special, "Too Much Business;" Wesley Barry in "Rags to Riches;" Charles Ray in "A Tailor-Made Man;" United Artist, Blackton Production, "The Glorious Adventure," Rodolph Valentino and Earle Williams in Vitagraph's "A Rogue's Romance."

The opening feature was House Peters in "Human Hearts," a screen version of Hal Reid's famous stage success, released through Universal.

free tickets to "Molly O'" to the readers of this page who picked out any misspelt words. The tie-up with the Telfer biscuit company was taken full advantage of and the management with but little expense, but much energy, which is as it should be, conducted a campaign which is most worthy of mention. It got results.

**Dope for Ads.—Cards—Snipes
—Throw-aways—Heralds—
Bills—Posters—and all other
ballyhoo uses**

**"Where Is My Wandering Boy
To-night?"**

You'll see a terrific head on collision between two giant locomotives, in the most colossal smash ever registered on the screen, a thrill you'll never forget.

You'll see—the famous New York Bowery bread line after dark, with the floating human derelicts that people the slums of the great cities.

You'll see a thrilling jail delivery where a score of desperate convicts smash and crash their way to liberty.

You'll see a punch drama of Broadway and Main Street, of dance halls and a little church, of cabarets and soda fountains—of a mother and her wayward boy—of a country lass and a chorus girl.

You'll see—the back stage of a New York theatre in action, how scenes are handled, dressing rooms, the stage Johnnies, chorus girls, theatrical life, of the teeming Metropolis.

You'll see—the little church around the corner that is found in every city, town, village and hamlet throughout our land.

You'll see—how vamps lure their victims to ruin, how money, jewels, jazz palaces and high jinks drag young men down.

You'll see—how a mother's heart can be breaking and how she still can smile through her choking tears for the boy she loves.

You'll see—Broadway jazz palaces with underdressed women and overdressed men aping the rich, despising the good, pursuing the god of good times.

You'll see—a wonderful Xmas eve's celebration in a gorgeous, glittering cabaret palace.

You'll see—a tremendous heart punch drama of smiles and tears, laughter and heartaches, happiness and the triumph of a mother's love.

MGR. RUPAY, GRIFFIN THEATRE, WORKS 'MOLLY O' WITH MERCHANTS

The campaign which Mgr. Rupay, of Griffin's theatre, Woodstock, introduced on Associated First National feature, "Molly O'" sent that attraction and its little star, Mabel Normand over in great style. A full-page ad. represented a tie-up with merch-

ants. "Molly O'" hats, coats, dishes, scarfs, everything you can think of, secured tie-ups with these merchants in their windows also. Mgr. Rupay ran about a one-inch space across the top of this page, announcing that the management would give away two

Harry Bernstein, of Toronto's Universal office, was in Winnipeg for a week promoting sales.

EDUCATIONAL REPRESENTATIVE DOES GOOD WORK IN MONTREAL

SID Taube, of the Canadian Educational Films, has prepared a lengthy and thorough programme for this and the coming month. In October "That Son of a Sheik" played at the Allen's and Loew's concurrently while the Allen played exclusively "Let 'Er Run," another Christie Comedy which handles a race horse theme in a manner very rarely equalled for verisimilitude and thrills. At the end of October Loew's and the Allen played the first Lloyd Hamilton special comedy, "The Speeder." Week of November 5 this was followed also

at the Allen and Loew's by "Pardon My Glove," a Christie prize fight story. On the week of November 12, there is booked at the Allen "Look Out Below," a Jack White Mermaid. The above are the first of the third year releases. Others recently shown included the first Earl Hurd release, "One Ol' Cat," together with the second release of "Wilderness Tales." Another much liked film was the "Nights of Many Shadows" at the Allen. The big feature for the near future is the Sherlock Holmes series, to be released at a very early date.

Trailer on "More to be Pitied" Best Punch Scenes Registered

What is said to be something new in trailers has just been completed on "More to be Pitied," the first of the series of Six Box Office Winners, released through Stephenson Attractions.

This trailer is said to be unusual in that it is a powerful selling argument not only for exhibitors to their patrons, but for the use of exchanges and territorial holders themselves, to interest exhibitors and excite comment throughout their territory.

The trailer contains some of the best punch scenes of the picture with appropriate titles and, in addition to this, has several direct selling titles calculated to arouse deep interest in the film and its spirit.

Glengarry School Ways Has Private Screening at Ottawa.

Ottawa, Ontario, saw itself again in a moving picture with the first presentation of "Glengarry School Days" at a private screening of the new subject at the Imperial Theatre, Ottawa, under the auspices of the Ottawa Film Productions, Limited, the local company which has made the feature.

The Imperial was crowded to the doors for the special presentation of the new release and the big crowd evinced much enthusiasm during the screening. This was the second feature to be produced locally by the Ottawa Film Productions, Limited, the first having been "The Man From Glengarry," Miss Pauline Garon being the star of both productions.

IS OTTAWA BECOMING FIRST RUN CITY IN DOMINION OF CANADA?

OTTAWA, Ontario, is rapidly earning the name of being the first-run city in Canada for film releases. Features are being presented in the Canadian Capital before they are being presented in the larger cities of Toronto and Montreal, even though the exchange headquarters are located in the latter cities. "Broadway Rose," starring Mae Murray, played Loew's Ottawa theatre two weeks before it was presented at the Regent Theatre, Toronto, during the week of November 6. Similarly, "Rich Men's Wives,"

which was the attraction at the Allen Theatre, Toronto, during the week of November 6, had been shown for a week at the Regent Theatre, Ottawa, two weeks previously under the direction of J. C. Kennedy, manager. Manager Kennedy also presented "Sherlock Holmes," starring John Barrymore, during the week of October 30—the week before it was featured at the Allen Theatre, Montreal. These are only a few of the recent instances of Canadian first-runs in Ottawa.

Al. Hixon Transferred United Artists, Cleveland Exchange, To Western Canada

Al. Hixon, of the United Artists exchange in Cleveland, has been transferred to Western Canada and is at present making a tour of inspection of the chief centres.

Garrick, Winnipeg, Advances Prices; Installs Orchestra

The Garrick theatre, Winnipeg, has advanced its prices to Matinees, 20 cents, and evenings, 30 cents. Former prices being 15 and 25 cents, respectively. This theatre has now installed a new six-piece orchestra.

Bill Drummond Grows Poetic. Wants to Get in the Digest

When I picked up
The WEEKLY SCANDAL SHEET
Of the motion picture
Industry in Canada
Namely the M.P. Digest I thot
About the interview that
I granted you
In Louie Rosenfeld's palatial
Office and in which I
Tried to crack the usual
Fast and breezy stuff about
The western part of the Dominion
In my usual kindly manner
Believing that I would
Sure get mention as among
Them that are living
During the present time.
And when I sit down with
My usual sunny smile.
To read what my good
Friend the Ed. would say
Regarding me and my
Weighty words about the prospects
For a new crop of suckers
During the coming season I was
Not even mentioned together with
The ALSO RANS.
Now, my dear Ray, I have read
With a great deal of
Pleasure the bullology that
A lot of these publicity hounds
Slip over in your valued
Periodic and I can assure you
None of the other loop hounds that
You print pictures of
And tell what wonderful guys they
Are have anything on yours truly
So why in h— can't I break in
And get you to say that I
Am among them present;
I have heard you mention
Lasky, J. D. Williams,
N. L. Nathanson.
And a few of the lesser lights;
And I think it might give
Your DIGEST a bit of
Tone if you were to say a
Few kind words about
Some of us big fellers and.
Tell the poor downtrodden
What we think.
That's another good one.
Any way I'm goin'
To keep on readin' the
Darn bullitin
And maybe some day you'll
Get wise and put
Somethin' in it about some
Of us fellers that
Really stand for somethin.
Here's hopin'.

Yours truly,
W. J. Bill Drummond.

EDITOR—Bill, I would put you
all over the paper if space would allow
it, for you are sure one of the "live
ones."

Just Because You Are in a Small Town

Is no reason why you should not be showing the best pictures—particularly since the best Cost You No More than other pictures—and are far cheaper in the long run.

Your theatre is the home of entertainment for Mother and Dad and, of course—the children. Give them the biggest and best pictures and they will come back again and again, bringing others with them.

Play the Winners. You don't have to guess. The millions of people who call **MARY PICKFORD** "America's Sweetheart"—the millions who have enshrined her in their hearts and know her as the screen's supreme artiste—are the same sort of people you want to please.

You can't go wrong in following the lead of the host of successful exhibitors who have increased their business with

MARY PICKFORD

in

"Little Lord Fauntleroy"
"Through the Back Door"
"The Love Light"
"Suds"
"Pollyanna"

And—coming soon—the entirely new production of

"Tess of the Storm Country"

UNITED ARTISTS CORPORATION

MARY PICKFORD
CHARLIE CHAPLIN

DOUGLAS FAIRBANKS
D. W. GRIFFITH

Hiram Abrams, President

I. SOURKES, Sales Manager

12 MAYOR STREET

TELEPHONE PLATEAU 2877

MONTREAL, CANADA

also

B. F. LYON, Sales Manager

6 DUNDAS STREET

TELEPHONE ADELAIDE 2221

TORONTO, CANADA

also

R. C. WILSON, Sales Manager

219a PHEONIX BLOCK

TELEPHONE MAIN 8593

WINNIPEG, CANADA

Cecil Wilson, Manager United Artists, Winnipeg, Visits Office, Toronto

Cecil Wilson, manager of United Artists in Winnipeg and the West, left Oct. 31 for Toronto to confer with the new general manager for Canada, R. K. Evans.

Acker's, Halifax, to Re-open.

L. H. Acker of Halifax, is adjusting himself to regular business after spending the summer and most of the fall, on the road with his stable of trotters and pacers. Acker's, in Halifax, will be reopened in the near future.

Irving Sourckes, United Artists, Reports Big Chaplin Robin Hood Coming

Irving Sourckes, of the United Artists, has secured a Max Linder burlesque on the "Three Musketeers," made famous by Douglas Fairbanks, which is going to be a best seller. It is scheduled to open at the Imperial, Montreal, in November. United Artists have some big pictures on the way of which it can be hinted right now that a big new Chaplin, said to surpass anything the world-famous comedian has yet appeared in, may be showing in Montreal in December, whilst the new Fairbanks picture "Robin Hood," which is showing in New York, will be brought up here also.

Mgr. Peebles, Dauphin Theatre, Manitoba, Books All United Artists Product For House

Geary Peebles, owner of the Dauphin, Man., theatre, was in Winnipeg, Oct. 25, and booked all the new United Artists products for showing in his house this season. Mr. Peebles recently leased the other theatre in Dauphin and closed it and now has the only motion picture house in the town.

William Cranston to Exploit Fairbanks "Robin Hood"

William Cranston, formerly general manager of United Artists for Canada, was in Winnipeg Nov. 1, on the way to the Pacific Coast, where he will handle the exploitation of "Orphans of the Storm" for a short period, after which he will return to New York to go out with the "Robin Hood" road show in which line he has no superior.

Two Griffith Attractions Play Rival Houses To Big Business, Ottawa

Two special D. W. Griffith productions formed the attractions at two rival Ottawa, Ontario, theatres during the week of October 9, when "Orphans of the Storm" was presented for its second week at the Centre Theatre and "Way Down East" was shown at the Regent Theatre, this being the third local run for "Way Down East." Manager Stapleton raised prices for "Orphans of the Storm" at the Centre, evening prices being 80c. for an orchestra seat, and 60c. for the balcony, this being considerably above the regular scale. In spite of the higher admissions, the feature ran for two weeks.

WE HAVE THEM

ZANE GREY'S GREATEST NOVEL

A NEW
IDEA IN
FEATURES

"THE U. P. TRAIL"

A BIG
WINNER

A MASSIVE PICTURE OF THE GREAT WEST

**"FLESH
AND
SPIRIT"**

with BELLE BENNETT

THE CAST

ROY STEWART — KATHLYN WILLIAMS
JOS. DOWLING — ROBT. McKIM
MARGUERITE DE LA MOTTE
CHAS. B. MURPHY

**"THE
BROKEN
GATE"**

with

BESSIE BARRISCALE

Cowboys and Indians Galore

LOUISE GLAUM and MAT MOORE in

G. Gardiner Sullivan's

"LOVE MADNESS"

A STARTLING, FAST MOVING THRILL-O-DRAMA WITH THE MOST SPECTACULAR
STAGE SETTING EVER SCREENED

WALLACE REID
LILLIAN GISH
DOROTHY GISH

*Two Reel
Dramas*

18

OF
'EM

**THE
UNCONQUERED
WOMAN**

STARRING

RUBY DE REMER-- *"The most Beautiful Blonde since Venus"*

A Drama that begins in the North-West and finishes in New York society

A Great Cast supports this Star

N. Y. WORLD SAYS: "The Star plays a variety of Dramatic Roles, sounding the Prime Human Emotions,
Desperation, Fear, Tenderness, Hate, Fury and Love."

26

Two Reel
COMEDIES

with

Helen Darling
Harry Gribbon
Bobby Dunn
Eddie Barry

CANADIAN EXHIBITORS EXCHANGE LTD.

TORONTO

MONTREAL

WINNIPEG

MGR. E. MOULE, BRANT THEATRE, BRANTFORD, SUCCESSFULLY EXPLOITS ASSOC. FIRST 'SMILIN' THROUGH'

A very successful and inexpensive campaign for the management was carried out by Manager E. Moule of the Brant Theatre, Brantford, on Associated First National "Smilin' Through."

A full-page tie-up was arranged in a local newspaper with the Chamber of Commerce of that city. The idea being keep "Smilin' Through" to prosperity. Another full-page tie-up was arranged with the Arcade store, one of the most important stores in Brantford. The advertising, on merchan-

dise carried the caption, "Smilin' Through," all through the page drawing attention to the attraction being presented at the theatre. A prize was given to those sales ladies who smiled through the week. A frown on the face of one of these ladies, eliminated her from the contest. Needless to state the picture and management enjoyed big business and the "Smilin' Through" happily caught on in the city to the city's benefit. Moule should be presented with a bonus by the city. Keep people smiling and they will go "Smilin' Through" to prosperity.

LYMAN H. HOWE'S HODGE-PODGE TO BE RELEASED BY EDUCATIONAL TWELVE SINGLE-REEL NOVELTIES

Box office record made by Lyman H. Howe's "Famous Ride on a Runaway Train," which was released by Educational Film Exchanges, Inc., some time ago, and which has been proclaimed by exhibitors everywhere as the greatest novelty single-reel ever issued, induced Educational to arrange with Lyman H. Howe for a series of 12 single-reel pictures to be released under the series name, Lyman H. Howe's Hodge-Podge.

The first picture in this group of novelty reels is called "King Winter," and was released October 22nd. As the name Hodge-Podge indicates, each reel will consist of several subjects. They will include unique scenic shots, some animation and some trick photography. All who have seen "A Ride on a Runaway Train" know Lyman H. Howe's fine ability for producing unexpected results on the screen.

The material being used to make up Hodge-Podge has been gathered from all parts of the world on Howe's extended trips through many lands in search of lecture data and unusual motion pictures.

A feature of the first release of this series, "King Winter," is a group of awe-inspiring views of Niagara Falls

in the grip of "King Winter," but it is not to be inferred that this picture, or any other pictures in the Hodge-Podge series, will be "scenic" pictures. When scenic shots are presented they are treated in such a way as to make them absolutely unique.

Hodge-Podge will be a series of novelty reels—and each subject included in each release will be a novelty in itself.

In connection with the release of Hodge-Podge it is interesting to note the recent statement of the editor of a large national trade publication. "The main trouble with movies today is their sameness," said this editor, "That is what the public doesn't like. The public is hungry for novelty, as every showman knows novelty in entertainment and novelty in exploitation."

"That the public is hungry for novelty is not to be doubted," said E. W. Hammons, President of Educational Film Exchanges, Inc., in announcing this new series. "It was in answer to this demand that we arranged with Lyman H. Howe for Hodge-Podge."

Prints of the first release of Hodge-Podge are now in Educational's Branch Exchanges, and are ready to be shown to exhibitors.

Carl H. Shalit Manager Toronto Canadian Releasing

In the issue of October 28th, we mentioned that Mr. Hallot had charge of the Toronto office of the Canadian Releasing Corporation. This is due to a typographical error. Mr. Carl H. Shalit is the gentleman in question.

Charles Ramage Toronto Mgr. Assoc. First National

Charles Ramage, very well-known in Film circles has been appointed Manager of the Toronto office of the Associated First National. Mr. Ramage has a quiet and convincing manner and exhibitors will be glad to hear of his new position. Mr. Ramage begins his duties almost immediately, succeeding Mr. W. Reid, who has resigned.

Canadian Exhibitors Releasing "The Unconquered Woman"

The Canadian Exhibitors are releasing "The Unconquered Woman," with Ruby De Remer in the lead. The story is a gripping drama of the frozen regions of the north, where elemental passions reign supreme, where men play poker for a woman's body and soul, ending in the gay restaurants and studios of New York, where the artist husband indulges in wild orgies, ignoring the marriage tie, this magnificent picture holds the interest at fever heat. Rubye De Remer has a role which calls for a gamut of emotions. Fear, tenderness, fury, tragedy, love, all are represented and said to be presented by the star with an emotional intensity which makes her characterization superb. Magnificent gowns, artistically beautiful sets, an excellent supporting cast, a finished production. The accessories include, four color posters, one sheet, three sheet and six sheet. Lobby displays photographs sets of eight and two, 11x14 and 22x28. An unlimited number of most attractive newspaper cuts.

Triart Series Released Hodkinson Program Short Features for any Program

The Triart productions, a series of short-length subjects featuring Mary Astor should prove a very welcome addition to any program. "The Beggar Maid," an adaptation of Tennyson's Poem of that name, which inspired the poet-painter, Burne-Jones, to immortalize "The Beggar Maid" in a painting has been the inspiration for a two-length feature, released by Hodkinson. It is the intention of the Triart producers to adapt the masterpieces of painting such as "Hope," "The Bashful Suitor," "The Young Painter," etc., into stories centralized around the painter and his painting; and if the idea is carried out as successfully and artistically as it was in the first release, "The Beggar Maid" exhibitors will have something very fine in the nature of a two-reel feature to offer to their public.

FOR SALE—Motiograph Equipment, Motor Driven Machine 110 D.C. Motor. Machine has been used for demonstrating purposes only. Will sacrifice for quick sale. Canadian Universal Films, 206 Victoria St., Toronto.

"Under Two Flags" opened Casino Theatre here yesterday to largest gross business ever done in this city on any picture at any admission scale. Over fifteen hundred people turned away. Audiences were unanimous in praise of production and applauded continuously.

TAYLOR
Casino Theatre, Halifax

Opening

Capitol - NOV. 12th - Montreal

Pantages - NOV. 13th - Toronto

Pantages - NOV. 20th - Hamilton
Lyceum - Winnipeg

and
Booked in all the
leading theatres
in Canada

The Biggest of the Pictures of the
Year

Carl Laemmle presents

PRISCILLA

DEAN

as "Cigarette" the Daughter of
the Regiment, the most magnif-
icent role of her career in

**UNDER TWO
FLAGS**

From the immortal novel by OUIDA
Directed by Tod Browning

A UNIVERSAL PRODUCTION

CANADIAN UNIVERSAL FILM CO. LIMITED

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

CAN. EXHIBITORS "FLESH AND SPIRIT" IS MOST NOTEWORTHY FEATURE

"Flesh and Spirit," a Canadian Exhibitors release is heralded as a picture you will never forget. Among the general comments in regard to this feature we find, "Excellent," "A remarkable production," "A Wonderful Picture," "Beautiful Settings," "First-class photography and Well Acted," "One of the Best I Ever Saw," "The picture is 100 per cent." "A Very Absorbing Theme," "A Remarkable Production with real acting," "Picture has a very different plot, should please any audience." About a good dozen more criticisms as complimentary. The story treats of the supernatural in a convincing dramatic manner. It depicts a love so pure and powerful that it will not be confined in the realms of death, but reaches across the eter-

nal abyss to save a human from crime and destruction.

The atheist, a cynical scientist, hardened to all earthly influences, is powerless in spirit hands. The picture is heralded as a striking combination of spiritual and dramatic values, with a strong ethical lesson, but withal absorbingly interesting, terminating in an impressive climax. Startlingly different, amazingly vital. A story of doubt, faith, life and death. Accessories include, photographs, 11x14, sets of eight, and 22x28 sets of two in addition to slides and window cards. One sheet, three sheet and six sheet posters in four colors. Miscellaneous cuts of all sizes, attractive and appealing.

John M. Minhinick Promotion Director Theatres Trans-Can.

The promotion of John R. Minhinick, who is the manager of the Grand Opera House, London, to the position of director of theatres for Trans-Canada Company, is received with expressions of pleasure by Mr. Minhinick's many friends throughout Canada.

The promotion is considered a well-merited one. The duties of this appointment will involve the general supervision of 116 theatres, probably the largest chain of theatres under one man's direction in Canada. The theatres stretch across the Dominion. Incidental with this appointment, Mr. George F. Driscoll, vice-president of the concern, and holding a position of first importance with this company announces that the Trans-Canada head offices will remove from Montreal to Toronto, this city being considered more central and better adapted to the interests of the company. Mr. Driscoll will devote his time to the production end of the enterprise which will necessitate his spending a great deal of his time in New York.

FOR SALE—One Power's Road Moving Picture Projecting Outfit, complete, for road work. Ideal equipment for country town use. Will accept any reasonable offer to close an estate. Mrs. A. Brown, 770 Main Street East, Hamilton, Ontario.

Capitol, Winnipeg, Introduces Grand Opera Night

The Capitol Theatre, Winnipeg, has introduced a grand operatic night to be given each Wednesday of the week, under the direction of Signor Inzerillo.

Priscilla Dean, Universal Star Under Two Flags Turns Them Away, Casino, Halifax

The *DIGEST* saw a telegram from the management of the Casino, Halifax, which stated that "Under Two Flags," Universal's feature with Priscilla Dean, played to the biggest business in the history of the city at any admission. That about fifteen hundred people were turned away and that throughout the picture the audience applauded and signified their approval. The after theatre comments were unanimously enthusiastic. The *DIGEST* managed during a private view to catch a few scenes of "Under Two Flags," and if the rest of the picture has within it the quality and punch of these scenes, Universal have one of the biggest sellers. Priscilla is an ideal "Cigarette."

Greatest Pictures Ever Presented in Winnipeg Showing at Lyceum

The four leading theatres of Winnipeg, on October 2, presented what has been heralded as the greatest pictures which have ever been seen in Winnipeg. At the Lyceum, "Orphans of the Storm" played to capacity business and was held over for a second week; at the Capitol, "Man-slaughter" also did capacity business, and was followed by "The Loves of Pharaoh." At the Allen, "The Eternal Flame," proved a great magnet, and stood the crowds out nightly. "The Fatal Marriage," and "The Frozen North," were given the following week. The Garrick presented Pauline Frederick, in "The Glory of Clementina," and did a large business. "Determination" followed it.



Through Can. Exhib. Exchange Sherlock Holmes S. T. O.

At the Allen Richmond

It is a long time since we have seen a line-up for a block, kept in line by a policeman. This is what happened at the Allen Richmond Street Theatre during the engagement of Goldwyn's "Sherlock Holmes," with John Barrymore. Patrons actually fought their way to get in. The picture was moved to the Strand for its second week; and is now scheduled to play Allen neighborhood houses to follow. S. T. O. means "Standing Them Out."

"The Cross Roads of New York," Assoc. First National Feature Opens Gaiety, Win.

Mgr. Henry Morton, announces that the opening date of the Gaiety Theatre, Winnipeg, was Saturday, October 21, when "The Cross Roads of New York" was presented as the feature.

Lyceum, Winnipeg, Secures Fox and Goldwyn Specials, United Artists' Features

The Lyceum, Winnipeg, announces the early showing of "Sherlock Holmes," "A Woman's Woman," "The Glorious Adventure," "The Man Who Played God," "A Tailor Made Man." The Lyceum has also secured all the big Fox specials, and all the best of the Goldwyn productions.

Mgr. Stewart, Allen, Winnipeg, Breaks All House Records

Introduction of Music Nights

Manager Stewart, of the Allen, Winnipeg, has added a National Musical Night to his Symphony and Synopated concert nights. The week of October 2, which introduced national music night, broke all house attendance records.

MANAGER ELMS, LOEW'S, MONTREAL, INTRODUCES EXPLOITATION "PENROD"

LOEW'S, Montreal, played Associated First National production, "Penrod," featuring Wesley Barry to increased business during its engagement at that house. The opening on Sunday proved most gratifying but what pleased Mgr. Elms was the steady building up of business during the run of "Penrod."

The Lobby display was attractive and inviting. It represented a board fence with three kids looking over it. The exploitation campaign incorporated the co-operation of the schools, where the certificate of merit and prizes for efficiency and improvement were introduced. Several groups of

colored youngsters, with a freckled face kid, representing Wesley Barry, accompanied these colored bands, who navigated all over the city. Five different groups were utilized, and no pedestrians passed by these "advertising kids" without pausing to smile in recognition and approval.

A tie-up on "Penrod" books was arranged with Goodwin's Department Store, Almy's Department Store had a tie-up on Penrod clothing. Both stores donated full window space. Spalding Sporting Goods donated a dozen baseballs autographed by Wesley Barry as special prizes given to children.

George Arliss Continues To Gain New Laurels, "The Man Who Played God"

"There are so many men who play the devil it is refreshing to see a man who plays God," said the critic for the San Francisco *Examiner*, when Geo. Arliss and his new photoplay, "The Man Who Played God," a United Artists Corporation release was shown at the Granada theatre recently. "The actor and the picture should delight everyone. The story, the acting and the philosophy are alike to be recommended. The Arliss picture is a superlative feature."

"The role of John Arden in 'The Man Who Played God' is a quietly dramatic one," said the reviewer for the *Chronicle*, "and demands appreciation and intellectual force, qualities which George Arliss is supremely equipped to bring to its playing."

"On the silver-sheet George Arliss is always master of every scene in which he appears," said the critic for the *Call-Post*, "and this is particularly true in his newest photoplay, 'The Man Who Played God.' He gives a remarkably life-like study in the title role. The drama is intense and the suspense compelling. Supporting the star is an excellent cast." The picture played Shea's Hippodrome, Toronto, during the introduction of big pictures only at that theatre, and was reviewed in the *Digest* issue of Sept. 16th.

William Gould Arrives To Take Charge Hodkinson Pictures, Winnipeg, Territory

William Gould has arrived from Toronto to take over the management of the Hodkinson pictures, Winnipeg. Mr. Gould is well known as a successful salesman in the western territories.

Charles W. Branham, Director Publicity Capitol Theatres, Takes Over New Theatres

Charles D. Branham, director of publicity for the Capitol Theatres in Canada, spent a week in Winnipeg, leaving for Toronto Nov. 3. He took over the Royal theatre at Fort William and appointed Mr. Trembley, joint manager of the Royal and the Orpheum of Fort William. G. E. Crow, of Port Arthur, whose theatre has been taken over by the Famous Lasky interests, has been sent to Regina to manage the Capitol theatre there. Harry Dann, the manager at Regina, has been transferred to Pantages at Hamilton so it is reported, but this has not been confirmed. Another report writes that Oral W. Cloakey, manager of Capitol, Winnipeg, will be appointed manager of Pantages, Hamilton. Rumors appear to be busy with the name of Mr. Cloakey, who is at present manager Capitol, Winnipeg, for they are giving him several jobs. Concurrent with the report that he will manage Pantages, Hamilton, comes another report to the effect that Mr. Cloakey will leave Winnipeg for Toronto office of the Famous Players Canadian Corp. Theatres, taking on the duties of Director of Publicity for Western Ontario. Whatever the appointment is Mr. Cloakey will make good, for that is his record on past and present performances.

W. Drummond Takes Charge Goldwyn Exchange, Winnipeg, W. Mitchell, First National

W. Drummond, has taken charge of the Goldwyn Exchange in Winnipeg; and W. Mitchell, of Calgary, has taken over the First National exchange. These were formerly in charge of the Allen enterprises.

Special Novelties Introduced To Boost "Notoriety"

DEPARTING from the beaten track, the advertising department of L. Lawrence Weber and Bobby North have come forth with a full line of novelties and accessories on their first Will Nigh photodrama, "Notoriety," that set a new mark for originality and effectiveness. The unusual title helped in suggesting advertising aids that are distinctly different from anything seen on a picture campaign before.

The herald, of which one million have been ordered to anticipate the expected demand, is angular cut, the front cover showing a facsimile of a front page of a newspaper, with a snappy streamer reading "Tenement Girl Gains Notoriety." The synopsis of the picture follows, written as if it were reported by a newspaper man. A photograph of Maurine Powers, star of the picture covers the wording. Her hand is shown folding over the front page and pointing to the inside. The inside pages are patterned after a typical Sunday magazine story, with headlines and photographs.

A newspaper broadside, newspaper size, written up in imitation of the front page of a daily, with a headline reading, "Innocent Girl Swears to Crime," and the title of the paper "Notoriety," makes a striking street give-away. It is sensational in appearance and makes exciting reading matter. The story and the photos all stick faithfully to the theme of the picture.

An attractive booklet, vest-pocket size, with brown cover, entitled "Famous Victims of Notoriety," and carrying eight pages of stories on Cleopatra, Mme. Du Barry, Anne Boleyn and Mata Hari, all historic women who suffered because of their desire for fame, forms an unusually desirable souvenir that will be read and preserved. It is imprinted by the theatre. A sticker and double post card are other novelties on the picture.

"Foolish Wives" Reported As Doing Largest Business Lyceum Week Oct. 30th.

"Foolish Wives" did the largest business in Winnipeg at the Lyceum theatre the week of October 30. The picture played to capacity business, both at matinees and at nights during the whole week. Preparations are being made for a big week when the "Prisoner of Zenda" begins an engagement on Nov. 13. A ladies' orchestra of six pieces has been placed in the Lyceum.

EXPLOITATION DEPARTMENT OF FOX PUT OVER TWO OF THEIR PICTURES BIG DESPITE STRONGEST OPPOSITION

MR. DE GRANDCOURT, in charge of Fox exploitation put over "The Fighting Streak" with Tom Mix and "Oathbound" with Dustin Farnum at the Province, Winnipeg, so that these attractions were strong competitors with the biggest features playing the different theatres at that particular time.

"The Fighting Streak," which was shown first, opened to the best week's business in eighteen months and closed with a record Saturday crowd. At nine o'clock Saturday night it was reported that there was a line-up in front of the Province extending over a block.

For exploitation on "The Fighting Streak," the following accessories were used:

Eight thousand Teaser cards were placed in envelopes, distributed to the public. In some of the envelopes, a free pass for the show was placed. These teaser cards were distributed to the public by placing in automobiles parked on the Saturday before the showing.

A special teaser was designed for stores, 2,000 of which were distributed among grocers, bakers, meat markets, dairies, etc. These were made specially for sticking in baskets of fruits, cases of eggs, etc., with a blank space at the top in which the merchant could write his prices.

Twenty-one window tie-ups were arranged with merchants along Portage Avenue and Main Streets. Mr. de Grandcourt, for the first time in the history of Winnipeg, secured an entire window on Portage Ave. from Birk's, the jewellers. A bronze of a blacksmith, the role portrayed by Mix in the early part of "The Fighting Streak," occupied the centre of the window. Two bronze frames, one at each side contained advertising — black lettering on gold cards. One of these cards drew attention to the fact that the Bronze represented Perfect Physical Strength — then spoke of Mix. The other card designated the special value of some fine watches and other articles of jewellery displayed, then referred again to the special merit of the entertainment at the Province Theatre. Two good-looking stills occupied the rest of the space. On the strength of this good-looking display, the T. Eaton Company gladly gave one of their windows.

Readers were arranged with the

newspapers and a special page devoted by the Winnipeg Daily Tribune to adds advertising the merits of certain products and the supreme merit of Tom Mix in "The Fighting Streak."

One of the striking features in connection with the exploitation of "Oathbound" at the Province Theatre, Winnipeg, was the special parade of Naval Cadets, who marched all down Portage Avenue in full uniform bearing a large banner reading "We're on our way to see 'Oathbound' at the Providence." This unique parade attracted considerable attention. Signalling flags, lifebuoys and other material was used to decorate the front of the theatre, also a fine model of a boat. Paintings of motor boats racing a yacht also drew attention.

A tie-up was arranged with the Imperial Tobacco Company who dressed twelve windows with Royal Navy tobacco and Players' Navy Cut cigarettes. In the centre of these displays was a card advertising "Oathbound" showing at the Province. Tie-up was arranged with Lever Bros., showing Life-buoy soap with cards boosting "Oathbound."

Mr. de Grandcourt got out a number of novelty folders advertising the showing at the Province, also a suggestion regarding "The Lucky Rings of the Sea," which were supposed to bring luck to their possessors if worn during the month of October. These rings were distributed at the Theatre, and the ladies almost mobbed one another to get one. The Winnipeg Motor Boat Club, Winnipeg Canoe Club and Y.M.C.A. had their notice boards covered with material on "Oathbound." Readers were arranged in several of the newspapers and some snappy material appeared on the sporting pages of several of the newspapers.

Mr. de Grandcourt's exploitation methods registered a result, a clean-up on both of these pictures, and as a result exhibitors of Winnipeg are clamoring for Mr. de Grandcourt's assistance in the exploitation of their pictures.

E. L. Southgate Salesman Canadian Educational Films

Report states E. L. Southgate resigned as salesman with the Vitagraph Exchange and is now in the office of the Canadian Educational Films.

"Remembrance" at the Regent, Ottawa, Attended by Under- writers Association During Special Showing.

Members of the Underwriters' Association in attendance in Ottawa, Ontario, during the presentation of "Remembrance" at the Regent Theatre, Ottawa, were the guests of Manager J. C. Kennedy at an extra showing of the feature one morning, many local insurance men also being present. The insurance idea suggested in the picture was also further emphasized by the publication of a number of appropriate insurance advertisements along with the Regent Theatre's own advertising in the two local newspapers, the papers having canvassed local insurance agencies for this purpose.

Harry Price, Travelling Salesman Stephenson Attract. Reports Business Revival

Harry Price, travelling salesman, Stephenson Attractions, has been in Montreal recently. He reports business reviving all over the country, but especially in Eastern Canada.

Director Henry McRae Speaks at Lion's Club Luncheon— Can. Scenes—U. S. Pictures

The special speaker at the luncheon of the Lion's Club, of Ottawa, Ontario, at the Chateau Laurier, Ottawa, recently was Henry McRae, director of the Ottawa Film Productions, Limited, a local corporation that has already produced "The Man From Glengarry" and is also now making "Glengarry School Days." Mr. McRae brought out many interesting points regarding the making of pictures in Canada and pointed out that quite a number of American producers had borrowed the rugged Canadian scenery for United States photoplays.

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Royal and Orpheum, Fort William, Leased to Famous Players Canadian Corp.

Lease of the Royal motion picture theatre, Fort William, Ontario, by the Famous Players Canadian Corporation, Ltd., was completed Nov. 1. A \$12,000 a year rental will be paid on a ten-year lease, with the option to purchase at any time within that period for \$150,000. The corporation recently leased the Orpheum theatre in Fort William from J. C. Murray on a similar contract so that the only two houses operating there now are under one management. The firm also controls the Colonial Theatre in Port Arthur, one of the two houses there.

Ernest Shipman

IN ASSOCIATION WITH

Ottawa Films Productions, Ltd.

Presents

"THE MAN FROM GLENGARRY"

By RALPH CONNOR

Directed by HENRY McRAE

You Know
the
Success of

"Cameron of the
Royal Mounted"

"God's Crucible"

"The Sky Pilot"

"Back to God's
Country"

"Nomads of the
North"

"The Golden
Snare"



Now—
Watch for

"The Man from
Glengarry"

"Glengarry
School Days"

"The Rapids"

"Blue Water"

Produced in
Canada—

and the

F. Marion Crawford
Stories

Produced in
Rome, Italy

Distribution in United States
under management of

ERNEST SHIPMAN

565 FIFTH AVENUE

NEW YORK CITY

E. SHIPMAN ANNOUNCES RELEASE

"THE MAN FROM GLENGARRY"

EXHIBITORS in this territory will be glad to learn that Ernest Shipman, the International producer is announcing this week that the first of his 1922 all-Canadian productions to be ready for distribution will be "The Man From Glengarry," Ralph Connor's widely-read tale of the Ottawa, produced under the auspices of the newly-organized Ottawa Film Productions, Ltd.

Distribution of this, together with all other Shipman-Canadian features, will be exclusively under the management of Ernest Shipman, in the United States; while, pursuant to a decision recently reached by the several producing units of the Dominion, the distribution of the product in Canada and all other foreign territory will be handled independently by the respective companies.

"The Man From Glengarry" has been hailed by many as Ralph Connor's greatest book. It is a compelling drama of the lumber-camps of the Upper Ottawa River,—and to this scenically beautiful locality Shipman sent his company for the scenes.

It was directed by Henry McRae—who, incidentally has to his credit the direction of two other Ralph Connor works now on the market, "Cameron of the Royal Mounted" and "God's Crucible" (re-named from "The Foreigner"). The scenario was prepared by Kenneth O'Hara, from Faith Green's adaptation; and the photography in charge of Barney McGill and Jacques Bizuel.

The cast is headed by Warner P. Richmond and Marian Swayne, and includes Pauline Garon, Anders Randolph, E. L. Fernandez, Harlan Knight, Jack Newton, William Colvin, Frank Badgely and Marion Colvin.

Following close on the heels of "The Man From Glengarry," will come from the Shipman fold another Ralph Connor story, "Glengarry School Days." This also was directed by Henry McRae, who is now putting the finishing touches on the cutting and titling of the film.

In addition to this, Shipman also will offer an unusual production of "The Rapids," Alan Sullivan's inspiring novel of achievement, built around the Rapids of Sault Ste. Marie, Ontario. This was produced by Sault Ste. Marie Films, Ltd., and directed by David M. Hartford, who made for Shipman such outstanding dramatic hits as James Oliver Curwood's "Back to God's Country," "Nomads of the North," and "The Golden Snare."

Then will come "Blue Water," the first of the famous Frederick William Wallace sea stories controlled by Shipman. This is being produced now by the New Brunswick Films, Ltd., and is being directed by David M. Hartford.

John Fleming Returns From Business Trip to Coast

John Fleming, manager of Vitagraph Exchange in Winnipeg, has returned from a business trip to the Pacific Coast, and while he was absent, Mr. Balsdon, assistant general manager in New York, had charge of the office.

Mgr. John V. Ward Resigns— Dr. Wilmot Managing Province

John V. Ward, manager of the Province Theatre, Winnipeg, for the past three years, resigned on October 2, to enter into the cigar business, after which he may remove to Vancouver. Dr. Wilmot, one of the owners of the theatre, has been appointed manager, with Ralph Miller, former manager of Starland, as his assistant.

Columbia

Columbia Silvertip Combination Carbons for D. C.



THE Columbia Cored Upper holds ingredients that permit a long and steady arc, and prevent cracking near the center.

The Columbia Silvertip Lower is unique for its current carrying capacity. Small in diameter, it does not shadow the crater of the positive.

CANADIAN MADE FOR CANADIAN TRADE

Write for information
CANADIAN NATIONAL CARBON CO.
Limited
Toronto, Canada

An Irresistible Box Office Magnet

Remember
this
Title

"Skin Deep"

Read
this
Prediction

You've been

waiting

for

Pictures

with a

Canadian

Appeal,

Here's a

Production

Made for

Canada



Your

Audience

will Stand

and Cheer

at the

Thrilling

Exploits

of a

Canadian

Lad

And last, but not least, it's a First National

COMEDIES?

Mack Sennett's - Dick Turpin's

What more can we say?



BUSTER KEATON

in

"The Frozen North"

"The Electric House"

and "Day Dreams"

Some

Comedies

Associated First National Pictures

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

CALGARY

VANCOUVER

CANADIAN MOVING PICTURE DIGEST

"While talking of the type of comedy that is the one different contribution made by the movies to the art of entertainment, I MUST NOT FORGET

BUSTER KEATON

His press agents call him the "smileless comedian" but it is not his solemnity that lifts him into the highest class. He has established himself by a series of clever comedies. They are among the best now to be seen." (Toronto Sunday World.)



The Boat	Cops	The Frozen North
The Paleface	My Wife's Relations	The Electric House
The Playhouse	The Blacksmith	Daydreams

ASSOCIATED FIRST NATIONAL PICTURES (Everywhere)

TORONTO, CANADA
NOVEMBER 11th, 1922.

THE SPICE OF THE PROGRAM

1922 - 1923

Christie Comedies

20 Two-Reel Subjects
Supervised by Al. Christie

Mermaid Comedies

Jack White Productions
13 Two-Reel Subjects

Lloyd Hamilton in Hamilton Comedies

6 Two-Reel Special Comedies

The Adventures of Sherlock Holmes

12 Two-Reel Subjects
By Sir Arthur Conan Doyle

Cameo Comedies

24 One-Reel Subjects
Rough-and-Tumble Comedies

Wilderness Tales

By Robert C. Bruce
10 One-Reel Subjects

Tony Sarg's Almanac

12 One-Reel Comedies in Shadowgraf

Earl Hurd Comedies

6 One-Reel Subjects
Humorous Combination of Living
Actors and Animated Cartoons
Presented by C. C. Burr

North-West Mount- ed Police Dramas

Five Two-Reel Dramas Featuring
Irving Cummings.
Ontario Only.

AND SPECIALS

Like
"The Radio Special," "The Enchanted
City" and "Man Versus Beast"



ALL BACKED BY NATIONAL ADVERTISING
TO TWENTY-FOUR MILLIONS OF PEOPLE

"CANADA'S FIRSTBORN"

The
CANADIAN MOVING
PICTURE DIGEST

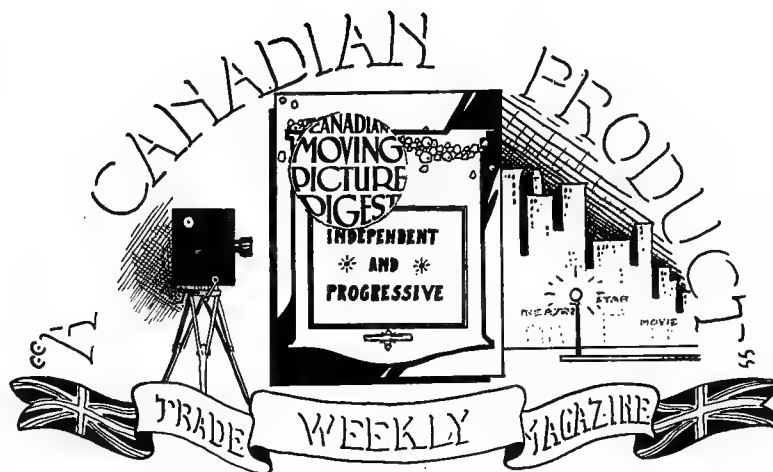
RAY LEWIS

Managing Editor

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Business Manager

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TORONTO, CANADA

NOVEMBER 11th, 1922

QUALITY NOT QUANTITY

MR. J. VINCENT McCABE, General Manager of Associated First National Pictures, Canada, gave the DIGEST some very interesting data in regard to financial conditions in Western Canada. Mr. McCabe's information was gathered while he was on a tour of inspection throughout the West.

Western Canada is the pulse of conditions in Eastern Canada, the prosperity or financial depression which governs that part of Canada finds its reflex condition in the East.

Plowing is sixty per cent. or more completed throughout the West.

The live stock and feed situation is satisfactory. The railroads are well under control and keeping up the work of delivering the Western crop to the lakehead. The farmers appear to be generally satisfied; and present receipts overtop dispatches by a million a day, the elevators show every indication of being jammed before Dec. 12th, when lake steamship insurance expires and navigation practically ends. A special report from Fort William states that two million five hundred and twenty-one thousands bushels of grain left the ports of Fort William and Port Arthur by lake Nov. 14th. Most of this load is wheat, with the exception of about one hundred and thirty thousand bushels which go to Buffalo in five cargoes, the rest being in seven Canadian bottoms.

Although the crop this year is approximately one hundred millions over last year's crop and the biggest returns since 1915, the prices the farmer will be receiving is estimated as lower.

The benefits of the crop tonic will not be felt until money begins to circulate a little more freely in the West, this condition not yet being evident, the drawback is the low prices and the open Fall which has kept the farmers at their work on the farms.

J. G. Robertson, Secretary of Saskatchewan Live Stock Breeders' Association, figures the cost to produce and market a bushel of wheat in Saskatchewan at eighty-two and one-half cents. The current average price obtainable being eighty-eight cents per bushel.

A large proportion of the proceeds of this year's crop is due on debt account, but it is believed that the banks, the loan companies, the implement companies, and other business men in Eastern Canada, who are creditors of the West, will be considerate and make things as easy as possible for the farmer.

Credit conditions are better everywhere, although there was a great indebtedness brought over from 1920 which has not yet been wiped out and much of which will have to go over to future years.

Yet conditions are everywhere better than they were a year ago.

The Maritimes suffered considerably during the past two or three years owing to a falling off in fishing and lumbering industries, due to keener trade competition in overseas markets. Although some of their markets were lost, they are gradually regaining them. The market for Maritime apples, which constitutes one of the most important of their crops is still very brisk and means much to the province. Potatoes represent another big crop. The United States tariffs were a big factor in cutting off old markets, but helped by the Mercantile Marine with new freight services, new markets have been opened, principally in Southern American States.

Canada is undoubtedly one of the bright spots in the economic gloom, as Sir Auckland Geddes points out. The rapid recovery of the Canadian dollar is as reliable a thermometer of a country's healthy condition as one can get.

The Moving Picture Theatres report good business generally, some spots, however, recovering more slowly than others. The sign of health in our industry in Canada also indicated by production activities which are unusually active. Of the nine provinces in Canada, six have their own producing units, as pointed out by Mr. E. Shipman during his short address, prior to the presentation of "The Man From Glengarry," a Canadian picture made by Ottawa Films, Ltd., at Ottawa under Mr. Shipman's management.

We hope that Canada will profit by the mistakes of England in regard to picture production. England could not, nor would not see any large sums of money spent on making English Pictures, with the result that her picture product showed the false economy which prevailed; and exhibitors accustomed to the lavish use of money in United States pictures, called the English product, "cheap." It is much better for Canada to make a few less pictures with an idea of producing quality, than to start her picture career with an idea of how "cheaply" she can produce. England has no end of these "economical productions" scrapped or lying on her shelves; which resulted in the world market assuming an attitude of "Show me" toward England on picture production; and cut down the prices of her really good pictures.

We cannot do better than repeat what Dr. Grisdale, Deputy Minister of Agriculture so aptly said in regard to agriculture, "Quality Not Quantity." "There is nothing attained by our competitors that we may not equal or surpass."—RAY LEWIS.

Finest Film Exchange Was Opened Nov. 1st, Hargrave St., Winnipeg

The finest film exchange building in Canada and one of the most up to date on the continent, the one in Winnipeg located on Hargrave Street, close to the big theatres, was opened on Nov. 1 and was occupied by several of the 12 exchanges located in Winnipeg. It is absolutely fire proof and has been built to comply with the very stringent regulations contained in a city by-law, the most severe on the continent. Those who moved in were: Famous Lasky, United Artists, Regals, Fox, Universal, Capitol Film Co. and Educational. Famous Players, First National, the Goldwyn, Vitagraph, and two or three smaller exchanges will probably move in from month to month as leases are expired or relinquished in other buildings. There is a very commodious screen room in the building and many other conveniences. The rental is fifty to seventy-five per cent. higher than in the old quarters.

Mgr. Henry Morton Opens New Gaiety, Winnipeg

Henry Morton opened the new Gaiety theatre in Winnipeg, Oct. 22, and the event was celebrated by the exhibitors, in royal style. Crowds visited the theatre all day and night. The start was an auspicious one.

Moose Jaw Appeals Decision Power Municipality, Sask., Levying Amusement Tax

The City of Moose Jaw has appealed the decision of the judge in respect to the powers of a municipality in Saskatchewan to levy an amusement tax. Manager Clark, of the Moose Jaw theatre, backed up by the exhibitors of that province, took the case to court and won, such a tax being declared outside the powers of the municipality to levy, according to the court. The judge also severely took the government to task for forcing exhibitors to collect the government tax, making them agents of the government. The appeal will prove a costly one if the exhibitors should lose, but the tax is a unique one and is not levied in any other province.

Imperial Theatre, St. John, Re-decorated Most Beautifully

The Imperial Theatre has been beautifully re-decorated under the capable hands of F. G. Stringer, their clever scenic artist. The whole interior has been retouched and presents a lovely appearance in tones of buff rose and gold. Gilding has been used with excellent effect on the ceiling and walls, while rose hangings add greatly to the pretty color scheme. The theatre presented a gala appearance at a concert given by fifteen members of the Boston Symphony Orchestra when a very large audience assembled. The curtain rising to show the assembled orchestra who played the National Anthem as Lieut-Governor Pugsley and party entered, a courtesy greatly appreciated by the Canadians present, who formed the audience. This was the first of a series of Maritime Province performances and gave encouragement for other engagements. Manager Golding can always be relied upon to give the best that can be procured.

Beating The Censors With "Missing Husbands."

Theatregoers in Ottawa, Ontario, and Hull, Quebec, cities on opposite sides of the Ottawa River, are continuing to indulge in the pastime of "beating the censors." The theatre patrons on one side of the river cross over to the other side now and again to see a picture that has been condemned by their Provincial Censor Board, a fact that is invariably indicated by a statement that the picture will not be shown in the other city. On November 4 and 5, the Princess Theatre, City Hall Avenue, Hull, enjoyed a land office business by presenting "Missing Husbands," a Metro picture that had been condemned by the Ontario Board of Censors. The Princess advertised this fact quite broadly and drew the crowds from the Ontario side.

Palace, Sydney, Has Success Concerts Preceding Pictures

The Palace, Sydney, has had signal success in concerts, preceding the second show of pictures nightly. Members of the orchestra contribute the numbers which are as follows: overture, trombone, clarinet, cornet and violin solos.

Mgr. F. W. Goodale, Loew's, Ottawa, Commemorates Second Anniversary Opening of House

F. W. Goodale, manager of Loew's Ottawa Theatre, Ottawa, Ontario, presented a special programme during the week of November 6 to commemorate the second anniversary of the opening of the house. The feature was "Love is an Awful Thing," starring Owen Moore, and a headliner was the personal appearance of Mabel Taliaferro during the week. A local attraction was the engagement of Orville Johnston's orchestra of 10 pieces, an Ottawa orchestra, for special selections in addition to the regular house orchestra.

Allen Symphony Concerts Working Out Splendidly

THE special Monday night symphony concerts at the Allen theatre, Winnipeg, are working out splendidly to judge by the enthusiasm of the audience and the close interest with which each number is followed. The players deserve all this encouragement for in spite of their very limited opportunities for rehearsal they yet are able to give vital readings of the works in hand. They seemed most at home last night in the Halvorsen march, "Entry of the Boyards," and it went along with a swing that set the pace for the enjoyment of the whole programme. In choosing the Liszt preludes, Charles Manning set a big task and the wonder was that the performance was so good. In spite of occasional lack of unanimity and a little out of tune playing cropping out now and then, the alternating stress and lyrical peace of the music were there. Another offering was the Semiramide overture of Rossini and Arnold Dann played Weber's Concerto in F minor with the orchestra with marked success. He was in fine practice and in this and an extra piano piece a fluent beauty of tone held the listeners. John Waterhouse was the concertmaster.—L.S.

**NOW READY!
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DETERMINATION
CANADIAN EXHIBITORS' EXCHANGE



Scene from "That Son of a Sheik," Educational Christie Comedy.

Basil Horsfall Back— New Ex. "Progress Pictures"

It is a pleasure to record that Basil Horsfall is back in pictures again and that his products will be distributed through Europa Films. Charlie Lalumiere, manager of Europa Films has introduced a new idea with his exhibition of the latest Parisian modes, which are shown in colors and have registered a considerable success. These have been showing at the Strand, and at all the Independent Amusement Theatre chain, as well as throughout the Province of Quebec. Mr. Horsfall is running his new exchange in Montreal under the name of "Progress Pictures." He will be bringing in American pictures largely.

Pauline Garon, of Montreal, Cecil DeMille's Leading Lady

Cecil B. de Mille has selected a Montreal girl, Pauline Garon, as leading lady in his forthcoming productions. Since Mary Pickford put Toronto on the map, this is probably the most interesting moving picture news coming from this end of Canada. Miss Garon has already made a big reputation.

Weber & North Buy Three Broadway Successes For Will Nigh

A picture deal of importance took place last week when L. Lawrence Weber and Bobby North, Producers and Distributors of Will Nigh's "Notoriety," bought the picture rights to three successful stage plays that had long runs on Broadway last year. The purchase which involves an unusual sum, was negotiated direct with the authors by L. Lawrence Weber, whose legitimate theatrical enterprises for the past twenty-five years enabled him to pick the cream of Broadway attractions for picture production.

Will Nigh, it is understood, will adapt the three plays into scenario form and will cast and direct them.

Majesty, Sherbrooke, to Open, Wilfrid Lanctot as Manager

His Majesty's theatre, Sherbrooke's premier amusement house, will shortly reopen under a new management. The theatre has been leased to Arthur St. Germain, of Montreal, for a term of years, and Wilfrid Lanctot, also of Montreal, who has been connected with the Montreal National Francais for some years will undertake the duties of manager.

Lloyd Hamilton Completes 'The Educator' for Educational

LLOYD Hamilton, whose new series of Hamilton Comedies was started with "The Speeder," a current Educational release, which has attracted most favorable comment at many big first run showings in all parts of the country, has completed his second picture in this new series.

Hamilton's new starring vehicle is called "The Educator" and is a comic portrayal of the experiences of a new teacher in the peaceful (?) town of Angelville.

The educator budded in Boston. With Lincoln as his great ideal, he started out to carry light to the ignorant. But he drew a tough job. Hamilton has created a great number of new and decidedly funny comedy situations portraying the hardships suffered by the new teacher at the hands of his wild and woolly class.

Winsome Ruth Hiatt, who was Hamilton's leading lady in "The Speeder" again has the leading feminine role opposite the big comedian, portraying the only angel in Angelville. Although "The Speeder" was Miss Hiatt's first comedy, this young lady, only recently out of high school, has already won a prominent place in motion pictures by her clever portrayal of widely different roles.

The cast for "The Educator" will include several others new to this series of comedies. Among these are Otto Fries, one of the best known villains in comedies, and Orral Humphrey, who was a popular dramatic actor on the Pacific Coast when the comedian was a promising juvenile, and as such tutored Hamilton for 3 years.

Little Josephine Adair, who was given a start in pictures by Hamilton two years ago, and who has since been playing child roles in dramas, also has a prominent part in "The Educator," which will be a November Educational release.

Gerald E. Aker, General Manager Famous Lasky Visits Montreal Office

Gerald E. Aker, general manager of Famous Lasky, has been in Montreal on a business visit. The Exchange is all busy over "The Old Homestead," which has been showing at the Capitol.

**Be Determined
To Book**

DETERMINATION

'CANADIAN EXHIBITORS' EXCHANGE

ESTELLE TAYLOR, WALLACE BERRY MAE BUSCH, TULLY MARSHALL, AND OTHER PROMINENT PLAYERS FOR "ONLY A SHOP GIRL"

WHAT is heralded as the biggest cast ever assembled for a picture comes in conjunction with the announcement of the second release of the Six Box Office Winners of the series, "Only A Shopgirl." This special attraction is now being released in Canada by Chas. Stephenson of Stephenson Attractions Ltd. "Only a Shopgirl" was directed by Edward Le Saint, and was produced by Harry Cohn.

Estelle Taylor, featured in "While New York Sleeps," "Monte Cristo," "A Fool There Was," is featured in "Only a Shopgirl." Wallace Berry of "Hurricane's Gal," and "The Four Horsemen."

Mae Busch, who made personal ap-

pearances in association with the presentation of "Foolish Wives" and who also appeared prominently in "The Devil's Pass Key," "The Christian." James Morrison of "The Little Minister," "Dangerous Age," "Shattered Idol's" fame. Tully Marshall, who appeared most successfully in "Too Much Business," "The Beautiful and Damned." Claire Aubrey, "To Have and to Hold," "The Voice From the Minaret." William Scott, "A Voice in the Dark," "Alias Julius Caesar." Willard Louis, "Too Much Married," "Slave of Vanity," "Robin Hood," and Josephine Adair, of "More to be Pitied" fame, the first of the Six Box-office Winners, also being released in Canada through Stephenson Attractions.

"Madonna In Chains" Title Changed "The Woman in Chains," The Amalgamated Exchanges' First

With the announcement of the release of the first production of the Amalgamated Exchanges of America, Inc., starring E. K. Lincoln, Mrs. Rodolph Valentino, Martha Mansfield, W. H. Tooker, Joseph Striker, Coit Albertson, comes the notice of the change of title from "The Madonna in Chains" to "The Woman in Chains."

This change was made necessary through the large number of Madonna pictures with Madonna titles now on the market. The story is adapted from the book, written by Edward Owings Towne, and in order to eliminate all possible connections with any other Madonna picture released, the change in name was decided upon. The picture now completed in eight reels, directed by Wm. P. Burt and supervised by Harry Grossman, will be released under the new title "The Woman in Chains," December 1st. Chas. Stephenson, of Stephenson Attractions, Ltd., has secured this feature for release in Canada.

Motion Picture Review, St. John, Has Local Interest

The first number of a Motion Picture magazine has been issued in St. John by the Motion Picture Review Publishing Company. This little booklet aims according to the Editor's preface to carry the latest stories and news of particular interest to the St. John public. "We will always keep in mind," it says, "the screen and stage plays which are coming to the city and construct our magazine accordingly. Page seven is devoted to the amusement attractions in St. John during the coming week. A cash prize offer is made in the first number to persons sending one month's subscription and a correct forecast of winning teams in football games to be played in England. The sum of \$250 will be divided among successful contestants for a certain number of weeks. News of the Dance Halls is included in the amusement happenings and a write-up of the coming attractions is given which is, it is stated, to be an unbiased review and criticism of the week's amusements in St. John. The magazine will have a decided local appeal and has already met with a good reception.

Burpee and West Amusement Enterprises Open Exchange

Another new exchange has opened in Montreal. This time it is our old friend Maurice West, who, in conjunction with D. A. Burpee, is running the Burpee and West Amusement Enterprises. They will release high class pictures and have already secured the exclusive Canadian motion picture rights of the Carpentier-Battling Siki fight, together with several other features. The first will be released at the New Grand in mid-November. The pictures will be taken out on the road and a syndicate has been formed with that purpose in view. It is stated that nine road companies will go out in this province and the Maritimes, and will eventually tour Canada.

Lieutenant-Governor in Canada Heads Board of Directors, New Brunswick Films, Ltd.

The New Brunswick Films, Ltd., which is producing "Blue Water," from Frederick William Wallace's story of the Bay of Fundy, fisher-folk, has as its chairman the Hon. William Pugsley, Lieutenant-Governor of New Brunswick. David M. Hartford, who has recently completed the production of "The Rapids" at Sault Ste. Marie, moved his company to St. John, where production of "Blue Water" is now under way. Mr. Ernest Shipman will market "Blue Water" in the United States. The New Brunswick Films will produce a series of stories specially representative of that part of Canada. Reports state that there are about seven producing companies making pictures in the Maritime Provinces.

Mgr. W. H. Cuzner Strand, North Sydney, Says "Smilin' Through" Great Picture

We publish a copy of a letter written by Mgr. W. H. Cuzner, of the Strand Theatre, North Sydney and Sydney Mines. It was received at the Toronto office of the Associated First National. The letter speaks for itself. "Re' Special' Production' "Smilin' Through" a great picture in every respect. Should please anywhere 100 per cent. Personally I was simply charmed with this feature and patrons spoke in the highest."

DETERMINATION A Sure Tonic
For Weak Receipts
CANADIAN EXHIBITORS' EXCHANGE

ALL STAR CAST TO APPEAR IN JAMES O. CURWOOD'S 'JACQUELINE' STEPHENSON ATTRACTION RELEASED

An aggregation of players, each one who has been starred in his or her own company makes the phrase, "All-Star Cast" in "Jacqueline" stand for something. It also means that each of these stars having their particular following, the box-office insurance in conjunction with this attraction is difficult to equal or surpass. Lew Cody, Marguerite Courtot, Sheldon Lewis, Effie Shannon, J. Barney Sherry, Gus Weinberg, Ed-

mund Breese, Paul Panzer, Edria Fisk, Kate Bruce, Rose Coghlan, Charlie Fang, Master Joseph Depew, and Russell Griffin appear in "Jacqueline." These Artists should make any picture go over, couple with these the name of James Oliver Curwood on the story and Dell Henderson on production and the Exhibitor has a Made Market for his presentation. "Jacqueline" among the big features now being released in Canada, Wm. Stephenson Attractions.

Lorna Doone Hat Sent To Popular Montreal Miss

A very popular young lady whose office is not a hundred miles from those of the Associated First National here, is we understand the recipient of a Lorna Doone hat from Thomas H. Ince the producer of the big feature picture of that name which is appearing at the Allen. There is reason to believe that she has started a fashion which will soon be very much followed.

Jim Gorman's Name Heads List on Associated First Nat. Drive, U.S. and Canada

Associated First National have been having a drive which has been in progress since early in October, and will close November 25. The drive has been running throughout Canada and the United States, and it says volumes for the energy and initiative of Jim Gorman, branch manager of the exchange here that his name appears at the head of the list of the contestants who are scattered all over the States and the Dominion. This is the more impressive when it is recalled that the branch here covers only Quebec province and the Ottawa Valley.

Vitagraph To Release "The Ladder Jinx"

Vitagraph reports business booming and Frank Meyer, the Montreal manager, has a good comedy up his sleeve in "The Ladder Jinx," which is going to be talked about.

Irvine Sourckes Makes Tour Inspection Through Mar. Prov.

Irving Sourckes, Montreal manager of United Artists, has been making a tour of inspection in the Maritime Provinces for the past ten days. He reports conditions very brisk there with every indication of a rushing late Fall and Winter season. This exchange is releasing here "A Woman's Woman", featuring Jack Pickford; "The Man Who Played God," with George Arliss; "Tess of the Storm," the latest Mary Pickford production; "The Glorious Adventure" featuring Lady Diana Manners; and "The Tailor-Made Man" with Charles Ray.

W. M. Elliot Organizer Road Show Reviews

Mr. W. M. Elliot, very well-known in Canada, in fact, heralded as the gentleman who put the Regent Theatre on the map in Toronto and for his excellent work in Winnipeg, is now circuit director and organizer of the Henry H. Lueder's Vaudeville Road Shows Reviews, that cover over four weeks of one night stands in Michigan.

Mr. Elliot informs the DIGEST that his organization organize, rehearse and open a new show each week composed of six acts of Vaudeville in Review style. Special scenery is carried, in addition to a musical director. Press matter, slide and posters as many as can be used are furnished free. It is expected that the circuit will extend to Canada.

Best Rex Beach at Lyceum

"FAIR LADY" is a Rex Beach picture that does not deal with an engineer, or a railroad or a mining camp. Nobody wears furs or leggings in it. You would hardly think it a Rex Beach film at all. And yet I would rank it as one of the best of them.

"Fair Lady" is one of those films that keep you guessing regarding the identity of the villain. You are introduced to his hands at the start. You see him sign, seal and deliver a message to a man who has to do what he is told or die. The man who received the first message elected to die. After that you spend your time wondering which of the sinister characters who take part in the story is the owner of the hands.

In "Fair Lady," the heroine is an Italian countess, whose lover was killed on his way to the wedding by the order of an aristocratic black-hander, who wanted the lady himself. The countess declared a vendetta against the unknown man who had made her a widow before she was a wife. How she finally got him provides the excitement of the play.

The aristocratic black-hander immigrated to the United States and proceeded to terrorize New Orleans with the aid of his gang. He was hunting his victims and justice was hunting him. He got one of his victims, and then justice got him. It is a well-told story, and anybody who wants a good melodrama can include "Fair Lady" on the list of plays to be seen this week.—J.J.C., Winnipeg Free Press.

Mrs. E. H. Davidson Donates Percentage Theatre Business Soldiers' Memorial Fund

Mrs. E. H. Davidson recently donated a large share of two days proceeds from her theatre, the Imperial, Moncton, to a Chapter Daughters of the Empire, for their Memorial to the Soldiers of Moncton and the vicinity.

Dominion, Winnipeg, Closed; May Lease To Syndicate

The Dominion theatre in Winnipeg which has been managed for the past four months by the owner, H. Kobols, since the lease was given up by the Allen's, was closed Nov. 5, the business not proving profitable. It may be leased to a Winnipeg syndicate.

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We have never received so many wires and letters on any picture
as we have on "NIGHT LIFE IN HOLLYWOOD."

EVERYONE IS WAITING FOR THIS BIG WINNER

And
what a
Picture to
Advertise
Title
to exploit
Story
to please
Stars
such as
Wallace Reid
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"Night Life in Hollywood"

Every man, woman or child
who reads the newspapers will
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**The Biggest Box Office
Bet of This, Next or any
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**The Real Truth about
Hollywood**

A rare
combination
of gripping
action and
novel events,
and like
a golden
thread
there runs
through
it a
wonderful
and
beautiful
Love Story

The story of the most talked of city in the world, will make
the greatest attraction in the world.

There always has been, and there always will be a demand for
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	No. Reels	Days to Run.	Dates Open
School Days	7		
Where is my Wandering Boy To-night? ..	7		
Out of the Dust	7		
Whip	8		
Shadows of Conscience	6		
Jungle Princess	7		
Frivolous Wives	6		
When New York Sleeps	5		
East Lynne	5		
Watching Eyes	5		
County Fair	5		
Thundering Hoofs	6		
They are Off	6		
More to be Pitied Than Scorned	6		
Only a Shop Girl	6		
The Lure of Broadway	6		
Temptation	6		
Forgive and Forget	6		
Pal of Mine	6		
Night Life in Hollywood	7		
Madonna in Chains	6		
Life of an Actress	6		
Fire Patrol	6		
Sunshine Paradise Alley	6		
Driven From Home	6		
Lost in New York	6		
Easy Money	6		
Her Fatal Night	6		
Too Rich to Marry	6		
It's Never Too Late to Mend	6		
Soul Kiss	6		
The Land of the Living	6		
Streets of New York	7		
Back Yellow Jacket	6		
A Motion to Adjourn	6		
Eight Apache	6		
God's Country and the Law	6		
The Girl From Porcupine	6		
Broken Silence	6		
Jacquiline	6		

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Two Reel
Jungle
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One
Every
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A
Real
Canadian
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"The
Blue
Fox"
15
Episodes

You need good pictures. We have them. If we can get together--and there's no reason in the world why we shouldn't--we'll both make money. Let's co-operate.

V. Armand, Winnipeg, Confers With C. A. Dentlebeck Inc. West. and East. Theatre Supply

V. Armand, who is a member of the Board of Examiners for Projection, for the Canadian Government, Province of Manitoba, is visiting Toronto where he is in conference with Mr. Chas. A. Dentlebeck, president of the Canadian Theatre Supply Company. It is the intention to open offices of Canadian Theatre Supply in Winnipeg, Calgary and Vancouver, this organization having the exclusive agency of the Simplex machines.

The company has been incorporated with a capital of \$150,000, the Toronto and Montreal offices of Canadian Theatre Supply being included in the incorporation. In conjunction it is reported that a very well-known company, at present operating in Canada extensively is included.

Mr. V. Armand has had a general theatrical experience of about twenty years, being well known in Western Canada. He has been chief operator of the Capitol Theatre since its opening, president of the Theatre Federation and President of Union 299, Projectionists.

Mr. C. A. Dentlebeck is Supervisor of Projection for the Famous Players Canadian Corporation for the past six years, having made all the projection installations in all the houses built by Canadian Corp. and Paramount Theatres. He is the President of the local union No. 173 Projectionists, which office he has held for the past seven years.

Mr. Dentlebeck states that his company will operate a chain of exchanges covering the entire Dominion of Canada; and that all necessities toward picture projection, which the exhibitor may need, will be furnished.

Hodkinson Star and Producer In "Vanity Fair" For Goldwyn

Lovely Mabel Ballin will appear in Hugo Ballin's "Vanity Fair" which he will produce for Goldwyn.

A number of beautiful artistic Art Titles have been supplied to theatres in New Brunswick by the Art Film Company, Limited, who have recently designed leaders for the Imperial Theatre, St. John, N.B., the Imperial, Moncton, N.B., and the recently opened theatre in Fredericton, "The Capitol." The use of a specially designed art title introducing either a topical review or else the entire programme is interesting to the audience and shows individuality and enterprise on the part of the management.

"Light in Clearing"—Province.

THE large audiences who attended the showings of "The Light in the Clearing" at the Province yesterday were presented with a photoplay that left little room for criticism. Photographically beautiful, dramatically logical and convincing, and above all, carrying a big, whole-souled lesson and ideal in Irving Bacheller's "The Light in the Clearing" is destined to take its place with the most appealing that the cinema has ever afforded.

When the Prince of Wales left the shores of California for Honolulu during his recent visit, he carried with him the remembrance of a double he left behind him in the person of George Hackathorne of Los Angeles, who is playing the leading juvenile role in "The Light in the Clearing." Hackathorne and a party of friends motored to San Diego for a week-end trip. As they entered the tea room of the famous U. S. Grant Hotel, Hackathorne was accorded courtesies beyond those for the ordinary civilian, and wondered at the curious attention directed his way. When the Prince of Wales entered, the matter explained itself, the resemblance being so striking that royalty and Hackathorne exchanged smiles and handshakes. They are the exact height, coloring and bearing, with the facial contour very similar—and incidentally of the same age.—Winnipeg *Free Press*.

Universal Non-Star System To Be Given Trial

Mr. Carl Laemmle has ordered that the Non-Star system in production be introduced at Universal city. Fifteen productions will be made following this idea. Six of these pictures are already in production. Four star units will be retained. Herbert Rawlinson, Gladys Walton, Hoot Gibson and a star to replace Frank Mayo. Priscilla Dean and Virginia Valli, who are starring in Jewel productions will continue as heretofore, not being affected by the Non-Star inauguration.

FOR SALE—Second-hand Powers Projecting Machine in good condition. Also 200 chairs. The above will be sold cheap to clear. Empire Theatre, Bridgewater, N.S.

WURLITZER ROLLS—We have twenty-five Rolls for Wurlitzer Theatre Orchestras, in good playing condition, for sale at \$1.00 each; cost from \$4.00 to \$6.00. Apply Empire Theatre, Bridgewater, N.S.



Thousands laughed at this joke when "Fun from the Press" was seen in the leading theatres throughout Canada:

Fader—"Abie jump!"

Abie—"Fader, it's too high, I'm afraid."

Fader—"Abie don't be afraid, jump into Fader's arms."

Abie jumps and at that moment "Fader" steps aside and let's Abie in for a beautiful fall. Abie's howl is long and loud, whereupon "Fader" explains—

"Dat is to show you Abie never to trust anybody."

You can give your audiences thirty laughs in thirty seconds by getting in touch with your nearest Hodkinson Exchange, and arranging playing dates for this concentrated Wit and Humor, compiled by the best Editorial Brains of the Country.



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J. H. COLEMAN OPENS OFFICES HERMANT BUILDING, TORONTO. ANNOUNCES COLEMAN ELECTRIC CO.

MR. J. H. COLEMAN has opened very fine offices in the Hermant building, launching forth with the Coleman Electric Company. Mr. Coleman's many friends will be glad to learn that he has returned to the business he is so efficient and interested in.

"Courtesy with Service" is the slogan under which Coleman Electric Company will continue to do business, the office being open to visiting Exhibitors who are invited to use its facilities and to make themselves "At Home."

Of the "Motiograph," Mr. Coleman says as follows: "In twelve distinct models, it is a projector which meets

every requirement of projection; and the later models I am told are far in advance of the projectors that are well known to all of us."

In regard to price the exhibitor is instructed that there has been a substantial reduction in price for all theatre supplies and that further reductions will be made as conditions warrant.

Consistent with the policy of Service, this company will carry a fully assorted stock of all Theatre Supplies of proven value.

The Motiograph is now so modern and solidly built that the prospective machine buyer is informed that he will benefit by looking this machine over.

Montreal Leading Theatres Showing Three Assoc. First National Recent Releases

Some more Associated First National releases are scheduled to be seen very shortly in Montreal Theatres, if they have not appeared by the time these notices are in print. They include "The Bond Boy" at the Allen; "Wife against Wife" at the Strand and "The Silent Call" at Loews.

Messrs. Chantler and Kann, Goldwyn Visit Montreal

The Goldwyn Pictures foreign manager, Mr. George Kann accompanied by Mr. Chantler, manager for Canada, recently visited the Montreal office of the Famous Players Film Exchange. No announcement has yet been made as to the association between Goldwyn and Famous Players Film Service, but that an important announcement will be soon forthcoming is evident.

ASSOC. FIRST NATIONAL FEATURE 'TOL'ABLE DAVID' WINS GOLD MEDAL

RICHARD Barthelmess, first starring picture for Associated First National "Tol'Able David" has been selected by the Photoplay Magazine Readers as the best picture for 1922.

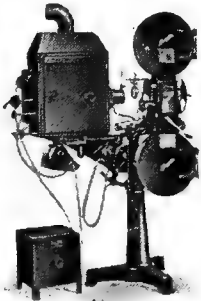
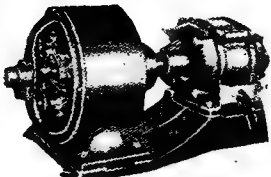
An announcement to this effect appears in the December number of the Photoplay Magazine. "Over the Hill" was second choice, with "The Four Horsemen" following in third place. The medal is of gold, very handsome in design and made by "Tiffany." It was first presented to the Cosmopolitan productions for their

feature "Humoresque," this picture being accorded first place for 1921.

Barthelmess' second picture, "Sonny," also made a most favorable impression while his latest picture, "The Bond Boy," nationally advertised, is destined to rival "Tol'Able David" in popularity. "The Bond Boy" has been directed by Henry King, who directed "Tol'Able David" and was adapted by Charles Whittaker from the story by George Washington Ogden. In the cast such names as Lawrence D'Orsay, Mary Alden, Mary Thurman, and Charles Mailles.

"The Queen of Sheba" Appearing in "Jacqueline"

Miss Edria Fisk who was selected by the Pageant Committee of Atlantic City, to represent "The Queen of Sheba" in the Beauty Pageant which took place there in Sept. winning First Prize of the second division, was engaged by Mr. Davis, on behalf of the Arrow, for a part in James Oliver Curwood's production "Jacqueline". Dell Henderson made this production which is being released in Canada thru Stephenson Attractions Ltd. Miss Fisk is said to possess unusual beauty and to be of a most striking appearance.

EXCLUSIVE DISTRIBUTORS OF  Simplex Mr. Giffin of Giffin's Theatre, Brampton, Ont., has just purchased two Simplex Machines and the G.E. Motor Generator Installed by Mr. Dentelebeck.	COMPLETE THEATRE OUTFITTERS CANADIAN THEATRE SUPPLY COMPANY 22 DUNDAS STREET JUST WEST OF YONGE TORONTO, CANADA PHONE ADELAIDE 7979 CHAS. A. DENTELBECK PRESIDENT EXPERT MACHINE REPAIRING OF EVERY DESCRIPTION TORONTO MONTREAL WINNIPEG VANCOUVER	TWO ARCS AT ONE TIME  G. E. Motor GENERATOR COMPENSARCS
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Ottawa Enjoys Three Holidays Within Eleven Days

To enjoy holiday patronage three times within eleven days has been the good fortune of exhibitors in Ottawa, Ontario. A Government holiday was declared for Wednesday, November 1, this being All Saints' Day. This was followed by the Canadian Thanksgiving Day on Monday, November 6, after which Saturday, November 11, was generally recognized as a holiday for Government departments and others. The holiday situation does not bother any other Canadian city as much as it does Ottawa, the Capital, where almost every holy day, bank holiday and legal holiday is observed throughout the year.

Universal Film Exchange released "The Storm" at the Capitol, Winnipeg, for a week and played to big business. "Under Two Flags" is also due for release by this exchange at the same theatre.

Main Moving Picture Theatres, Ottawa, Specializing Week Presentations

All four of the main moving picture theatres in Ottawa, Ontario, have been specializing in the presentation of programmes for all-week engagements. For several weeks the leading theatres have had weekly runs, and the list for the week of November 5, was as follows: Centre Theatre, "East is West," Imperial, "Don't Doubt Your Wife," Regent, "The Valley of Silent Men," and Loew's, "Love is an Awful Thing."

Messrs. Beransky & Astophan, Montreal, Exhibitors Report Business Upward Climb

Messrs. Beransky and Astophan, managers of the Boulevardscope and Victory Scope, respectively, bring support to the optimistic outlook of the exchange men. As managers of the average neighborhood theatres in Montreal, they report business good, and prospects even better with box office receipts steadily mounting from the low of the year.

Street Lobby Opera House, St. John, N.B., Opened

The street lobby of the Opera House, St. John, N.B., has been closed each night following the final performance, an iron gate being extended across the entrance. This house was built in 1890, and the shutting off of the lobby when the house was not being utilized has been a steadfast rule since the building of the house. However, recently, the rule of twenty-two years was smashed to atoms. Now, every morning, including Sunday morning, and all day and night on Sunday, the lobby is open to the public, to inspect the exploitation material on view in the lobby. The stills of the films booked for the house are displayed promiscuously on easels, and in frames, on the wall and standing in the lobby floor. As the Opera House is located on Union Street, one of the most traversed streets of St. John, the lobby exhibit is now attracting much attention. At the present time, special interest is being created in the stills and lithographs of the Leonard-Tendler fight pictures, displayed in profusion in the Opera House lobby.



Canadian Exhibitors' Big Feature Now Being Released

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Ernest Shipman

NEW BRUNSWICK FILMS, Ltd.
of St. John, Canada

presents



Frederick Wm. Wallace
Author of "Blue Water"

"BLUE WATER"

Directed by

DAVID M. HARTFORD

YOU KNOW

The success of

"Back to God's Country"
"Nomads of the North"
"The Golden Snare"
"The Sky Pilot"
"God's Crucible"
"Cameron of the Royal Mounted"

NOW—WATCH FOR

"Blue Water"
"The Rapids"
"The Man from Glengarry"
"Glengarry School Days"

produced in Canada—
and the

F. Marion Crawford stories
produced in Rome, Italy



*Distribution in United States
under management of*

**ERNEST SHIPMAN
AND ASSOCIATES**

565 FIFTH AVENUE

NEW YORK CITY

**Mgr. A. G. Smith, Empress,
St. John, Testing Vaudeville**

A. C. Smith, Manager of the Empress, St. John, with straight picture policy, has been testing local vaudeville as a business booster with success. Juggling, singing, dancing, magical acts have been booked for single night engagements. The acts are utilized two nights per week.

**K. Hayes New Proprietor
Casino Theatre, Ottawa**

K. Hayes is the new proprietor of the Casino Theatre, Ottawa, according to announcement of November 4. Hayes is an Ottawa man and it is stated that the theatre is now owned by local interests. It was formerly controlled by Montrealers.

**"The Rapids" Completed;
Enjoys Big Premiere**

The much-heralded and long-awaited production of "The Rapids," produced this summer at Sault Ste. Marie, Ontario, has been completed, and according to Ernest Shipman, its producer, is now enjoying a record-breaking presentation in the locality of its making. Reports from the "Soo," where it was given its premiere at the Orpheum Theatre, state that ten thousand people sought admission to the house on the opening night, so eager were they to see the romance of their own community—for it is about Sault Ste. Marie that the story of "The Rapids" revolves.

"The Rapids" is a story of industrial achievement by Alan Sullivan, and chronicles the astonishing growth of the little town of St. Mary's from a sleepy hamlet to a veritable hive of industry and prosperity, as the result of a superman's vision and application in harnessing the "wild, white horses" of the Rapids. The element of spectacle however, has not been obtained at the expense of love interest, for interwoven with the main theme is a tender and appealing love thread.

David M. Hartford directed "The Rapids," with a cast headed by Harry Morey and Mary Astor, and including Walter Miller, Charles Wellesley, Peggy Rice, Charles Slattery, Jack Newton, Edwin Forsberg, John Dillon, Harry Lee, Frank Andrews, Harlan Knight and Major P. B. Wilson—the latter is president of Sault Ste. Marie Films, Ltd., which sponsored the production.

In addition to "The Rapids," another Shipman-Canadian production is scheduled for early showing in the Ottawa territory. This is "The Man From Glengarry" by Ralph Connor, directed by Henry McRae from a scenario by Kenneth O'Hara. It is a thrilling tale of the Rivermen's feud, laid amid the picturesque lumber camps of the Upper Ottawa River.

Following this will come "Glengarry School Days," also by Ralph Connor, and directed, too, by McRae. Then will be offered another Hartford production, "Blue Water," a stirring story of the Bay of Fundy fisherfolk, by Captain Frederick William Wallace.

DETERMINATION

*Actual Million
Dollar Picture*

CANADIAN EXHIBITORS' EXCHANGE

RAY LEWIS REVIEWS SHERLOCK HOLMES' 'THE DYING DETECTIVE'

WHEN I heard that Educational had the Sherlock Holmes Series of two-reel dramas, I knew that Educational had again struck a bonanza. I had the pleasure of viewing two releases of the series privately and noting that these pictures were produced by Stoll Films, I began to wonder if a very good proposition had been taken the fullest advantage of. One says, "Thank God," when a pleasant surprise, preceded by some uneasiness occurs. How fervently I murmured "Thank God" can best be appreciated when I found that no organization, in the United States or in England, or any part of the world could have produced "The Dying Detective" any better than it was produced in England by the Stoll films. Educational are certainly to be congratulated upon their coup d'état, for the Sherlock Holmes series is bound to go over in more than first-class style, reaping a golden harvest for Educational and Exhibitors.

All the meat which can be obtained from a dramatic incident, has been crowded into "The Dying Detective." It reminds one of what is required of a first-class vaudeville act, no "stalling, padding, but the goods." The same can be said of this Sherlock Holmes release. The best elements of a feature drama condensed into two reels; and figuring it out, this is about all one gets of real dramatic value in dramas spread over five or six reels.

"The Dying Detective" story revolves around the death of Victor Savage, who has entered the Valley of the Shadow of Death, through the affliction of a rare Oriental disease, almost impossible of contraction away from the Orient.

Sherlock Holmes, suspects that Culverton Smith, expert on Oriental diseases, is implicated in the death of Savage, a fortune being involved.

Holmes, disguised, calls upon the chemist, who somewhat adept at disguises himself, tears from Holmes his mask, and in the denouement which follows, Holmes informs Smith that he suspects him.

Shortly afterward Holmes receives what appears to be a Tea Caddy, and later becomes afflicted with the same

disease as that which killed Savage. Dr. Watson calls on Holmes, but is told to appeal to Smith, expert on diseases of this kind, who, in a visit to Holmes, informs him that since he knows so much about the death of Savage, he might as well know that he, also, is doomed to die; and that the Tea Caddy was covered with the bacilli of the dread disease. A stenographer and Dr. Watson, concealed, overhear Smith's confession. Holmes promises to forget the information given him if Smith will save his life; Smith promising, goes to his car to secure an antidote. On returning Holmes covers him with a revolver, but Smith is not Smith but an accomplice, and for this emergency Holmes has also prepared himself, Smith's car being surrounded by Holmes associates before Smith has time to escape.

The action is exciting, interesting and builds up to the climax. The audience are not taken into the confidence of Holmes. Eille Norwood might have been born Sherlock Holmes, he is so well suited, physically and otherwise to the requirements of the role. Hubert Willis makes a typical Dr. Watson, Cecil Humphreys as Culverton Smith is as nearly a perfect screen villain as one can find, while Madame d'Esterre as Mrs. Hudson deserves special mention.

The photography is particularly clear, and in extending our congratulations to Educational for securing this most admirable series of Sherlock Holmes, we must include the English producers. Of the exploitation possibilities too much cannot be said, but Sir Conan Doyle and Sherlock Holmes are so well-known and have received so much publicity in almost every part of the world, that Canadian exhibitors need no reminder of the box-office angle.

Universal Films have released "Under Two Flags" at the Capitol Montreal for a week and have other big films ready to go out following this.

Projectionist at Liberty — First-class papers. Capable manager; best of references, projection guaranteed; married. Apply H. E. Drew, Duchess Theatre, North Battleford, Sask.

Stephenson Attractions Release Their Sensational Success, "Night Life in Hollywood"

(Reprinted From Motion Picture World)

By ROGER FERRI.

Arrow Film Corporation has another "Ten Nights in a Barroom." And judging from the attendance that has welcomed the premiere showing of Arrow's latest special, "Night Life in Hollywood" at David Starkman's Woods Theatre here, this new box office wonder will get away to an even bigger and better sendoff than that accorded the "Blazed Trails" production when it was shown in Providence, R.I., last December.

In the face of the stiffest opposition to which any picture or legitimate attraction has ever been subjected, "The Storm," playing at nearby houses at 30 cents top and Eleanor Painter opening only a couple of blocks away at the Apollo in a new musical comedy, "Night Life in Hollywood" opened at the Woods house to greatest crowds ever packed in that playhouse. The top figure was one dollar and despite that price Manager Starkman was compelled to shut the box office at eight o'clock, holding the crowd on the lobby for a solid hour. This marvelous business continued throughout the week, with the management forced to give special performances, thus repeating history, for it will be recalled that when "Ten Nights" opened in Providence a similar step had to be taken.

The picture was unanimously praised by critics and audiences alike as "the greatest and most remarkable picture ever shown in Atlantic City." It seems as if the entire resort is boosting this picture, which has caught on remarkably, with every promise that the only way Manager Starkman will be able to accommodate all those who have expressed a desire to see the picture is to continue the showing indefinitely. This picture has every qualification of a knockout and properly handled can be made to repeat the same big business it is doing here in any part of the country. Arrow has another knockout. "Night Life in Hollywood" is being released in Canada by Chas. Stephenson, Stephenson Attractions, Ltd.

This is DETERMINATION Year

CANADIAN EXHIBITORS' EXCHANGE

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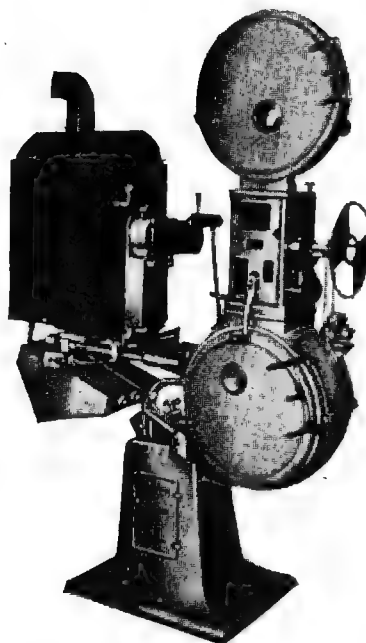
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The last word in Projector construction. Every conceivable device for better projection has been built into it. Only the finest materials used throughout. Built by experts with twenty-five years of successful experience in projector manufacture, in their own factory, on their own machines. Not an assembled product.



The New De Luxe is only one of the Motiograph Family. There are eleven other models, ranging from the small compact machine for use on a table to the massive, ponderous New De Luxe with G.E. High Intensity Arc Lamp. And every model has the standard Motiograph mechanism, the new 1922 mechanism being used on the four larger models.

The Motiograph line is so far in advance of all others, and the prices are so reasonable that you owe it to yourself to learn all about them.

The New Motiograph De Luxe

The Quality Products of the Trade:

**Motiograph Projectors, RaLite Motor Generators
Superlite Gold Fibre Screens, Globe Theatre Chairs**

We carry a most complete stock of every possible article that can be used in or around a theatre. Every article we handle is the finest of its kind on the market. We have made substantial price cuts on every line we carry except Carbons. Our quick service is a reality, not a catchword. We are ready to show you what a live supply house can do for you. How about your next order? Do it now!

Our Complete Supply Catalogue will be mailed Jan. 1st. Are you on our list?

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QUALITY SUPPLIES AT SENSIBLE PRICES

EVERYTHING FOR THE THEATRE

YOUR PATRONS ARE LOOKING FOR

TROUBLE

FIRST NATIONAL'S LATEST SUCCESS WITH

JACKIE COOGAN

(AND QUEENIE)

You'll have TROUBLE getting a date unless you hurry.

You'll have TROUBLE handling the crowds when you play it.

You'll have TROUBLE getting them out when they've seen it.

Jackie
Coogan
"Trouble"



"LIFE" says

"I seriously commend TROUBLE to your attention because it contains in Jackie Coogan a degree of artistry that is lacking in most movies."

MOTION PICTURE NEWS says

"TROUBLE is Jackie Coogan's best picture. There is no doubt about that."

THIS
TRADE-
MARK
MEANS



BIG
MONEY
FOR
YOU

— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. — Toronto, Canada

Vol. 14, No. 30

Nov. 18th, 1922.

CANADIAN MOVING PICTURE DIGEST



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Glorious Feeling to Hear
Your Audience

ROAR

BUSTER KEATON

*Makes 'Em Do It Every
Time*

ASSOCIATED FIRST NATIONAL PICTURES



TORONTO, CANADA
NOVEMBER 18th, 1922.

The Johnstown Flood

The Galveston Flood

The Dayton Flood

Set the Whole World Agog

Now **CASH IN—**

On the greatest newspaper advertising ever broadcasted on any production

Facts and Figures

Toronto Globe--

3000 lines

Mail and Empire--

3000 lines

Daily Star--

5000 lines

Evening Telegram--

5000 lines



Star Weekly--

5000 lines

Sunday World--

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for

**THREE SOLID
WEEKS**

All Ontario has
read, heard and
wondered

“The Sin Flood” opened in a blaze of glory

The production has been sold to your patrons,
Now they are waiting for the announcement that

Your Theatre will show “The Sin Flood”

It's One of GOLDWYNS' Big Twenty

“Sherlock Holmes” and “Remembrance” are others

Famous Players Film Service Limited

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Montreal

St. John

Winnipeg

Calgary

Vancouver

"CANADA'S FIRSTBORN"

The
CANADIAN MOVING
PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription \$2.00
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The
CANADIAN MOVING
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Published Weekly by

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and Printing Company

27 JARVIS STREET,
TORONTO

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 30

TORONTO, CANADA

NOVEMBER 18th, 1922

WE PRESENT "THE FOUR SEASONS."

A TRADE PAPER should be exactly what its name implies. A paper devoted to Trade Interests. A Moving Picture Trade paper, therefore, centralizes its activities on subjects which are of particular and general interest to those engaged in the various branches of the Moving Picture Industry. Trade papers carry Trade advertisements, which are in other words an exhibition or display of what the Trade has to offer; and is the most effective and efficient, as well as the simplest method through which the Film Trader can reach his buyer.

In order to assure the Trader that what he is offering will reach possible buyers, news concerning the product, those interested in its production, or its purchase fill up pages in which there is no advertisement or display of wares. To be more explicit the news angle is the bait, which stimulates the possible buyer into buying, for buying must be stimulated, the man who is called upon to part with his money is not always in the mood for "parting," but an attractive display of a product, which is the equivalent for an attractive advertisement, plus items of interest concerning the product, which attract and absorb the reader's attention, plus general news which holds the reader and entertains him through its informative value, changes the negative condition of the reader; and a buyer is ripe for business. For this reason Trade papers review pictures and gather up news which attracts readers; and Trade Deals are consummated. It is the same principle which prevails in Trade outside of the Film Industry. Public Exhibitions, window displays of merchandise, bargain days arousing the interest of the public, make buyers of them.

A Trade Paper which personally endorses a product which it knows has not the merit, which its Producer is claiming for it, may succeed in securing and retaining immediate Advertisement; but the future of that paper is inevitable. The buyer, who buys upon the endorsement, discovering misrepresentation will, in the future, have no confidence in what that Trade paper has to say about an attraction; and where this lack of confidence prevails, the Trader might as well throw the money he spends on advertisement with that particular Trade paper in the sea, for all the business it will return to him.

This principle threads itself through all the angles of the Film Industry. The exhibitor who misrepresents to his public, loses the confidence and business of his public

We have always endeavored to present facts as they appealed to us. The mistakes we have made, and thank God, we are human enough and modest enough to acknowledge that our judgment is not infallible, have been made, in sincerity. There has never been any attempt to misrepresent facts to our readers. We believed and believe in the judgments we pass, but our opinions are elastic; and in criticising any Trade Mark's product; our reviews and opinions are always open to further consideration, if the judgment happens to be averse. In presenting a picture to the exhibitors, this is not done to force a sale for the Trader, but that the exhibitor may benefit by such knowledge as we possess.

The particular picture we are desirous of bringing to the attention of exhibitors is Vitagraph's "The Four Seasons," produced by the Kinetograph Company of America. We have been waiting to see this notable screen achievement presented at one of the first run houses in Toronto, with a musical setting, which would not only be an inspiration to the orchestra which arranged it, but introduce this most miraculous screen pageantry of Spring, Summer, Autumn, and Winter, with such dignity and beauty, that the head of our most bitter antagonist must be bowed in homage.

It is four months since "The Four Seasons" was released in Canada, but no first-run theatre has evidently had the vision to avail itself of presenting an attraction to its public, which would reflect its glory upon the house in which it was shown. There are no murders, or women beautifully gowned, no fistic encounters, no triangles or quadrangles of love and all that goes under that heading. Beauty, entertainment, education, combined with such artistic mastery and fidelity of detail as to stamp "The Four Seasons" as a unique screen contribution, worthy to be preserved in the archives of a National Museum. Turn to your Digest copy of Aug. 12th, and read what the Press of the World have to say in regard to this feature. Digest review issue of Sept. 16th: "Exhibitors, if you want an unusual and outstanding attraction get "The Four Seasons." It is impossible to go wrong with it, but feature it big and do not overlook anybody from the child in the kindergarten to the professor in the University; from newsboy to the financier in securing your audience." —RAY LEWIS.

Towns like yours

are now playing

"Way Down East"

This is proof of the open policy of United Artists Corporation which affords every exhibitor, no matter how small his town may be, an opportunity of showing the strongest and best box-office attractions made—At a Price That Will afford him a substantial profit.

Double your business—send your regular patrons away so pleased and enthused that they will return bringing new patrons with them by showing

DAVID WARK GRIFFITH'S

"Orphans of the Storm"

"Way Down East"

"The Love Flower"

Your business is as big as you make it.

Think this over.

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WINNIPEG, CANADA

United Artists May Open Branch Exchange, Maritime

A United Artists Exchange will likely be established in St. John, catering to the Maritime provinces. Preparations are now under way with a

view to opening this exchange, or at least deciding on the advisability of such a move. It may be decided that the Montreal office can attend to the Maritime territory, although this does not seem practicable.

Charles Ray, "A Tailor Made Man," Plays Shea's Hippodrome, Toronto

Charles Ray's initial production for United Artists Corporation, "A Tailor Made Man," is having a triumphant march up and down the motion picture world, with many extended engagements and repeats.

The Broadway Strand Theatre, Detroit, held this feature over for second week, after playing it to record-breaking crowds. The same thing happened in Hamtramck, Mich.

"This picture," said the reviewer for the Detroit Times, has again placed Charles Ray as one of the most popular players of the screen. In Portland, Oregon, "A Tailor Made Man" met with such unqualified success at the Blue House Theatre that the management held it over for two weeks. The Oregonian's reviewer says that this first Charles Ray feature for United Artists "easily surpasses all his previous efforts."

A similar story comes from Washington State where the film, "refreshing as mountain air," as the Tacoma Times said, remained two full weeks. In Sacramento where the picture played a week during the hot weather, so many requests were made by persons who did not see it, that "A Tailor Made Man" was rebooked for another seven days. From all sections comes the verdict that "A Tailor Made Man" unquestionably is Mr. Ray's best and greatest work. It played at Shea's Hippodrome week of Nov. 6th.

"Andy" Keegan Appointed Salesman Artists' United

"Andy" Keegan has been appointed travelling salesman with United Artists' Corporation. Mr. Keegan has just completed a trip through the province where he did some particularly good business.

New \$60,000 Picture House, St. James Suburb, Winnipeg To Be Opened Soon

A new \$60,000 motion picture house erected in St. James suburb of Winnipeg by L. Caplin, of Winnipeg, will be opened this month to the public. It is one of the handsomest picture houses of the class in the west.

Rialto Having Success With British Pictures

The Rialto theatre, is running a series of British pictures made by the British Mastercraft people, and is meeting with considerable success with these films.

E. SHIPMAN PRESENTS OTTAWA MADE PICTURE, "MAN FROM GLENGARRY" KING EDWARD BALL ROOM, TORONTO

THE Man From Glengarry" had its Toronto presentation in the Ball room of the King Edward Hotel. The exhibition was in the nature of a private view held under the auspices of the Toronto Publicity Bureau, which had as their guests about eight hundred visitors, including members of Board of Trade, Parliament, Clubs, Harbor Commission, and various representatives of social organizations in their number.

Mr. E. Shipman, who is "the man behind the gun" in the various activities which are going on in Canadian Picture Production, was introduced by the Publicity Bureau of Toronto, and gave a brief address, outlining the idea and ideals back of Picture Production in Canada; and enthusiastically commending the co-operation which was extended by representative citizens of Ottawa, and the public in general, in the filming of "The Man From Glengarry." A few scenes of "The Rapids," another Canadian-made Picture filmed at Sault Ste. Marie, shown and in all of the scenes, the action and photography are

especially good.

Mr. Shipman stated that with his first venture in Canada in picture production, the pictures at first produced were "Fair at High Expenditure," the next effort was "good at less expenditure," and now production was establishing a happy balance, quality and economy being combined.

Mr. Shipman strongly emphasized the fact that although Canadian drama and background, players, where obtainable, would be utilized, the entertainment value of Canadian Productions must be of that standard to secure a world market. The fight toward this establishment was in the face of oft-repeated statements, that Canada as a producing centre was very much nill, however, states Mr. Shipman there are at present six different Canadian-made films being presented in twenty-four different languages throughout the world; and this is but the beginning of a very glorious market for Canadian Film Production. Review of "The Man From Glengarry" on another page.

"Orphans of the Storm," "Foolish Wives," "Prisoner Zenda," Play Lyceum

"The Prisoner of Zenda" did a large business at the Lyceum Theatre, Winnipeg, Nov. 13 week, following the big successes of "Orphans of the Storm" and "Foolish Wives" in that house.

Fred. W. Crosbie Handling "Open Your Eyes."

Fred. W. Crosbie, a well-known western film salesman, is booking "Open Your Eyes" throughout the west and is meeting with success.

Ladies' Orchestra Disappears From Lyceum, Winnipeg

It has been decided to dispense with the services of the Ladies' orchestra at the Lyceum theatre, Winnipeg, after four weeks' trial.

Hampton, N.B., To Have Its First Picture House

A new picture house is planned for Hampton, N.B., to start in the winter. The house will be converted from a hall and will seat about 450. There is no picture house in Hampton at this time.

Children's Hour, Allen, Winnipeg, Very Popular

Children's hour, Saturday afternoon, has been added to the many features of the week at the Allen theatre, Winnipeg, and is being largely attended.

Two Special Stephenson Attractions To Be Released Shortly in Montreal

Harry Price, special representative here of the Stephenson Attractions, has taken offices in the Allbee Building and will shortly be releasing "More to be Pitied Than Scorned," and "Where is my Wandering Boy To-night?"



CYRIL PERCIVAL
in The Noble Bachelor
The Adventures of Sherlock Holmes
An Educational Picture

H. M. Thomas May Manage Capitol For Few Weeks

There is a report that H. M. Thomas, now at the Capitol theatre, Montreal, may take over the Capitol Winnipeg, management for a few weeks.



EILLE NORWOOD
as SHERLOCK HOLMES
The Devil's Foot
The Adventures of Sherlock Holmes
An Educational Picture

Harold Pfaff, Salesman, Toronto Branch Educational

Mr. Harold Pfaff, formerly booker with Canadian Education, has been appointed salesman, while Mr. Stanley Morris, formerly shipping clerk, has been appointed Booker.



EILLE NORWOOD
as SHERLOCK HOLMES
in The Dying Detective
The Adventures of Sherlock Holmes
An Educational Picture

S. Brint, Educational, Installs Davey at Calgary

Mr. F. H. Davey has been installed as Branch Manager, Calgary Educational office, replacing Mr. Mell Edwards. Mr. S. Brint, Western Supervisor, Educational, visited Calgary for the purpose of starting Mr. Davey off in his new office.

Mgr. J. S. Smart, Cosy, Port Hope, Reports Splendid Business "Smilin' Through"

First National Pictures, Ltd.,
91 Queen Street East,
Toronto, Ontario.

Gentlemen,—

I promised to let you know how "Smilin' Through" went over, and am glad to report that, despite heavy opposition, business was splendid the first two nights and no doubt would have been just as good the third night had it not been for the mass meeting addressed by Rear Admiral Sims of the American Navy, a Port Hope boy. Of course the whole town went to hear him.

As for the picture itself, it was considered both the most entertaining and the most impressive we have ever shown, appealing to people of all classes and tastes. Honestly, I did not believe "Smilin' Through" could be as wonderful as some people said, but now I simply can't say enough about it.

Yours very truly,
J. S. SMART.

EDUCATIONAL SHERLOCK HOLMES' SERIES RELEASED WITH THOROUGH CAMPAIGN COVERING PUBLICITY

THE Saturday Evening Post carries advertising to the public advising them to patronize exhibitors showing The Adventures of Sherlock Holmes. This message is repeated in other national magazines such as The Ladies' Home Journal. Twenty-four millions of people are being advised to look for these pictures.

Some of the largest newspapers in the country with a total reading circulation of almost thirteen millions are printing thirty-seven of The Adventures of Sherlock Holmes from the original stories by Sir Arthur Conan Doyle.

The visit of Conan Doyle to America has been a wonderful help for these pictures. His lectures to thousands of people have brought a vast amount of constructive publicity through the

pages of practically every paper in the country.

This foundation of publicity not only will make it easier for exhibitors to obtain the publishing of stories about the pictures of this series as they are shown at their theatre, but will make such stories doubly valuable to you in the way of attracting readers to your theatre to see in pictures these famous stories with which they have been made so familiar.

Press sheets on this series will present, as usual, stories that can be printed in your newspaper with the mere addition of the name of your theatre and the date of the showing. But they will also offer other possibilities for publicity that will prove especially acceptable to many newspapers.

Exchanges St. John to Remain, Rumors Moncton Vanish

The rumors of impending transfer of some of the film exchanges from St. John to Moncton, for the Maritime territory has vanished. Most of the present film executives in St. John, as well as the employees of the exchanges are satisfied with St. John and prefer to remain there. The taxation problem was the reason for the reports of a wholesale transfer, the St. John taxation being considered too high.

Three Big Pictures

Leading Houses, Winnipeg

Three big pictures were at the three leading houses in Winnipeg the week of Nov. 20. "East is West," at the Allen; "Monte Cristo" at the Lyceum, and "The Young Rajah" at the Capitol. "Monte Cristo" went over with the help of a big campaign directed by Charles de Grandcourt of the Fox staff of New York City.



ALFRED DRAYTON
as the King
in A Scandal in Bohemia
The Adventures of Sherlock Holmes
An Educational Picture



ELSIE NORWOOD
as Sherlock Holmes
in The Noble Bachelor
The Adventures of Sherlock Holmes
An Educational Picture



MARY SUTHERLAND
in A Case of Identity
The Adventures of Sherlock Holmes
An Educational Picture

FOR SALE — Motiograph Equipment, Motor driven, 110 D.C. Motor. Machine used for demonstration purposes only. Will sacrifice for quick sale. Apply Canadian Universal, 206 Victoria St., Toronto.

Leonard-Tendler Fight Pictures Opera House, St. John

The Opera House in St. John showed the Leonard-Tendler lightweight championship pictures starting at half-past ten for two consecutive nights, at a top of fifty cents. Advertising was through the medium of cards supplied by the distributors and also newspaper advertising. Announcement was made at a boxing show just in advance of the showing of the pictures.

Educational Engages

Bill Sturgess Toronto

Sales Representative.

Mr. Bill Sturgess has been engaged by Educational as Sales representative in Toronto.



ELSIE NORWOOD in disguise
as Sherlock Holmes in
A Scandal in Bohemia
The Adventures of Sherlock Holmes
An Educational Picture

Canadian Exhibitors Exchange Reported to be Reorganizing Mr. Myer Fisher May Manage

Reports are many in connection with the Canadian Exhibitors' Exchange. When interviewed in regard to conflicting statements, Mr. Tom Scott, manager of Toronto office of Canadian Exhibitors' Exchange informed the Digest that most of the rumors were without foundation. The directors are scheduled to have a meeting shortly at which meeting it is quite likely that the Board will be reorganized and new directors appointed. In the meantime a new rumor associates Mr. Myer Fisher with the Exchange.

W. J. Melody Sings

"Smilin' Through" in St. John

For the first time in more than fifteen years, W. J. Melody of the Fox forces, sang in conjunction with a film. It was in St. John he sang fifteen years ago, when he opened the first picture house in New Brunswick, and his reappearance was also made in St. John recently, when he sang in conjunction with the film, "Smilin' Through," a First National Special. Mr. Melody who was recently transferred to Toronto from the Fox Exchange in St. John will remain in the Maritime provinces assisting with some of the Fox specials for some weeks yet.

Harry Chapman Visits

Universal Winnipeg Office

Harry Chapman, of the Universal Sales Staff, Minneapolis, was in Winnipeg the week of Nov. 13, calling on the local manager, George Law.

All First Nationals Shown

At Allen, Winnipeg

H. J. Allen is back in Calgary directing the Allen houses in that city. Arrangements have been made in Winnipeg for the showing of all the First National Pictures at the Allen Theatre, Winnipeg.

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NEW YORK PUBLIC LIBRARY

GUESTS AT PRIVATE SCREENING LOEW'S OTTAWA, APPLAUD EDUCATIONALS

THE private screening at Loew's, Ottawa, of Educational releases, arranged by Mr. Sid Taube, Sales representative was attended by Mr. and Mrs. Goodale of Loew's, Mr. Harry Brouse, Manager Imperial, Mr. B. F. Stapleton of Centre, also Mr. and Mrs. D. B. Stapleton, Mr. and Mrs. J. T. Stock, and Mr. and Mrs. S. Caplan, Princess, Mr. Keyholes, Casino, Mr. J. C. Kennedy, Regent, Mr. and Mrs. A. Donaghy, Francais, Mr. H. C. Benson, Fern, Mr. and Mrs. Maynard and Mr. and Mrs. Wilson, Columbia, Mr. and Mrs. F. Leduc-Laurier, Hull, Mr. D. Paquin, Eden, Hull, Mr. Will

McLaughlan, Ottawa *Journal*, Mr. Will Harris, Ottawa *Citizen*, Mr. Joe O'Leary, Imperial.

Spending the week-end in Ottawa was Mr. H. L. Nathanson, who also attended the screening. Mr. H. W. Perry of the United Artists was another visitor.

"Crash" was thought a good single reel, and laughed at by all. "Enchanted City" was considered very beautiful and most entertaining. "One Man Reunion" and "King Winter" verdict was great. The Sherlock Holmes series was particularly enjoyed.



MADGE WHITE
in The Copper Becches
The Adventures of Sherlock Holmes
An Educational Picture



EILLE NORWOOD
as Sherlock Holmes
in disguise
in The Empty House
The Adventures of Sherlock Holmes
An Educational Picture

Mr. Haskel Masters Resigns Toronto Regal Office

Mr. Haskel Masters has resigned as Office Manager for Regal and his position it is reported is to be filled by Mr. O'Connor of Pathe.

Universal "Under Two Flags" Closes Successful Engagement At Pantages, Toronto

The engagement of Universal's Priscilla Dean feature, "Under Two Flags," came to a successful termination at the Pantages, Toronto. So far Universal report that "Under Two Flags" has received the largest number of bookings in Toronto, this includes every other picture released by Universal as a standard of comparison.

"Hail the Woman" Brings Gaiety Excellent Business

The new Gaiety theatre at Winnipeg, owned by Henry Morton, is rapidly being built up as a first-class house. "Hail the Woman" did a good business the week of Nov. 20.

"Popularity" Week Put Off Winnipeg, Until Spring

"Popularity" Week at Winnipeg, motion picture "go-to-the-show event," was postponed until the spring.

Lion's Club Attends Loew's, Ottawa, Friday

All members of the Lion's Club of Ottawa, making up a party of 125, occupied boxes at Loew's, Ottawa, Theatre, Friday evening, November 16, for a special theatre party, Frank Goodale, manager of the theatre, being an active member of the Lion's Club. Manager Goodale made a personal appearance on the stage of the theatre to lead the club in songs and a yell.

Mgr. Stran Receives Management Starland, Winn.

Walter Dolman, who has been organist at several of the houses in Winnipeg, has been appointed organist of Starland theatre, Winnipeg. Mr. Stran has been appointed manager of Starland.

White Star, Tillsonburg, Sold By R. M. Teel

Manager R. M. Teel visited Toronto last week and reported that he had sold the White Star, Tillsonburg, Ont., to Mr. Frank Orr. Mr. Teel claims business very good in Tillsonburg, and he is on the lookout for another theatre, perhaps in Toronto.

WEALTH AND PROMINENCE COMBINED TESA FILMS, LTD., CANADIAN COMPANY TO PRODUCE CANADA

A NUMBER of prominent men of Ottawa, Ontario, are identified with the organization of the Tesa Films, Limited, a company which has been established for the purpose of producing moving pictures of various types. The new concern has secured the moving picture studio at Trenton, Ontario, which has been standing idle

George A. Blair Addresses Meeting Canadian Dist. Assoc.

A meeting of the Canadian Motion Picture Distributors Association, was held in Toronto on Tuesday, November 14th, which was addressed by Mr. George A. Blair, Sales Manager Motion Picture Film Department of the Eastman Kodak Company, Rochester, N. Y.

Mr. Blair outlined the development of the film from a mechanical point of view from 1911 to the present time. He showed how the business had gradually been differentiated into two parts. First, the making of film for educational and other non-professional purposes, secondly for professional or theatrical work. He also outlined the work that had been done by the motion picture producers and by the Eastman Kodak Company in improving the safety standards in Film Exchanges, film store houses and theatres throughout Canada and the United States.

After Mr. Blair's address a Committee was appointed to represent the Association at an insurance conference which is to be held at Ottawa in December to discuss further possible improvements in connection with the use of films in public and private places. Later, Mr. Blair had a conference with Mr. George F. Lewis, Deputy Fire Marshal of Ontario, after which Mr. Blair left for Montreal and Ottawa.

Eddie Heiber To Wed Miss Selda Shapiro

The Digest wishes to join in extending felicitations to Eddie Heiber, salesman of the Universal Film Exchange office in Montreal, whose marriage to Miss Selda Shapiro, of Baltimore, is announced to take place early in the New Year. The marriage will be celebrated at Baltimore.

for some time. Those at the head of the new syndicate include Dr. H. C. Church, president; J. R. Booth, Jr., vice-president; James Anderson, Arthur Bateman and Dr. A. M. McCormick, all of Ottawa. Mr. Booth belongs to one of the wealthiest families in Canada.

FAMOUS PLAYERS HAVE MANY IMPORTANT VISITORS FROM CANADA'S DIFFERENT CENTRES DURING WEEK

VISITING the offices of the Famous Players Film Service during the past week we found, Mr. F. G. Spencer whose Maritime activities we have repeatedly related. In an interview with Mr. Spencer he informed us that Maritime conditions were in a healthy state, the new houses recently opened all showing signs of prosperity. It is reported that Mr. Spencer will build a very fine theatre in St. John and that during his visit to Toronto, he inspected the various theatres in regard to their architectural structure. Mr. Broudy, the architect accompanied Mr. Spencer.

Mr. W. P. Dewees, sometimes hailed as "The Impregnable One" also visited Toronto and reported Western conditions as steadily improving generally. The theatres were perhaps showing a quicker reaction to optimism than other enterprises, but on the whole things were vastly improved over this time last year. Still another visitor of importance was Mr. J. R. Minninnick, recently appointed General Manager of the Trans-Canada Theatres, Ltd. Mr. Leduc of the Laurier Theatre, Hull, Quebec, we caught a glimpse of in the Stephenson Attractions office.

JACKIE COOGAN PRODUCTIONS DISTRIBUTION REPRESENTATIVE VISITS ASSOC. FIRST NAT. TORONTO

MR. NEWT. LEVI of the Department of Distribution, Jackie Coogan Productions, visited the Toronto Office of the Associated First National, consulting with the General Manager, Mr. J. Vincent McCabe and exploitation department. He will visit all key cities where Associated First National have their distribution centres.

The purpose of Mr. Levi's visit is to confer first hand with Canadian representatives of Associated First National, thereby securing that intimate touch which is necessary for the proper and successful exploitation of pictures made in a foreign country and distributing in foreign countries.

Mr. Levi secures from Associated First National Canadian offices ideas

which are Canadian in appeal and presentation and in the preparation of accessories, publicity and exploitation for the releasing of Jackie Coogan productions in Canada, the presentation will be introduced from the Canadian angle. Admirers of Jackie Coogan and "Lives there a man, woman or child with a soul so dead as not to adore Jackie Coogan?" will welcome Mr. Levi, who in talking of Jackie becomes so emotional that words fail him. Especially was this noticeable in Mr. Levi's account of Jackie's interpretation of Oliver Twist, which production incidentally will prove one of the outstanding events in Canadian screen history if the reviews of dozens of United States Trade papers and the press in general are to be believed.

SUBSCRIPTIONS FOR THE DIGEST ARE NOW DUE

First-class Operator—Open for engagement a first-class operator. All recommendations. Fred Kane, Napanee, Ont., or Drummond St., Perth, Ont.

Famous Players Film Service Find That Exhibitors Want All Goldwyn Pictures

Goldwyn's first three releases of the series of twenty big features, namely, "The Sin Flood," "Remembrance" and "Sherlock Holmes," are it is reported positively overlapping in play dates so continual and incessant has the demand for these pictures become. If Goldwyn keeps up the standard it looks like a "clean up" for both Goldwyn and its exhibitors this season.

Education's Sherlock Holmes Series Number Fifteen

The series of two reel Sherlock Holmes' features which Educational are releasing, number fifteen. Scattered through these pages will be found the different players appearing in the series and several of the titles of the individual pictures.

In commenting on these Sherlock Holmes' stories Mr. Hanson, General Manager of Educational for Canada, reports that every print will be working simultaneously all over Canada in order to be able to fill the demands for these features, in fact it is a series which Educational do not have to sell, the title and the Trade Mark, under which the Sherlock Holmes Series is released, appear to be the only guarantee exhibitors need.

Theatre Chairs For Sale — Three hundred and sixty theatre chairs, will sacrifice in order to make quick sale. H. R. Cunningham, 533 Grey St., London, Ont.

Govt., Manitoba, Takes Off Tax Children's Tickets

The government of Manitoba has decided to take the tax off from children's theatre tickets up to 35 cents. The exhibitors desired the tax taken off all 15 cents tickets, but this was refused; they also asked for ten per cent. of the tax for collecting it at the theatres, but it is still under consideration.



HUBERT WILLIS
as Dr. Watson
in The Empty House
The Adventures of Sherlock Holmes
An Educational Picture



EILLE NORWOOD
as Sherlock Holmes
in A Case of Identity
The Adventures of Sherlock Holmes
An Educational Picture



EILLE NORWOOD
as Sherlock Holmes
in The Yellow Face
The Adventures of Sherlock Holmes
An Educational Picture



HUBERT WILLIS
as Dr. Watson
in The Devil's Foot
The Adventures of Sherlock Holmes
An Educational Picture

MAIL & EMPIRE PUBLISH INTERESTING ARTICLE "BROTHERS UNDER THE SKIN"

EDWARD Bonns, William R. Ferguson and Hugh J. Connelly, of New York, stepped into the limelight to-day by filing in the Supreme Court a petition for an association of "Brothers Under the Skin." The petition sets forth the aims of the society as follows:

"To establish, maintain and operate the household primarily as a masculine institution.

"To protect the husband from the performance of any and all household duties, such as sweeping, marketing, cooking, washing dishes and nursing the kitchen or furnace fires.

"To prevent any purchases by the wife, whether for cash or credit, except after consultation with the husband and with his consent.

"To prevent the entrance into the home of mothers-in-laws and all relatives on the wife's side, except upon

written permits signed by an officer of the association, which permits shall not be issued for use on Saturdays, Sundays or holidays.

"To establish the right of the husband to absent himself from the home for a specified number of evenings each month, to attend business, lodge and club meetings, and to establish his right to return therefrom at any reasonable hour, to be fixed solely by himself.

"To develop 'cave man' methods for the better discipline of jealous, nagging or unreasonable wives.

"To establish the husband in sole and undisputed control of the household budget and bank account."

The Digest has inside information that a Canadian Association of "Brothers Under the Skin" is being formed in Toronto; and are curiously waiting for the news to break.

Mgr. Oral Cloakey Leaves Winnipeg for Capitol, Hamilton

Mgr. Oral Cloakey, formerly manager of the Famous Players Canadian Corporation theatre, the Capitol, Winnipeg, is the newly appointed manager of Capitol Theatre, Hamilton. It is the purpose of Capitol management to make their presentations at the Capitol, Hamilton on a much more elaborate scale than heretofore; and for this purpose Manager Cloakey has been transferred to this theatre. His reputation for excellent work on presentation being known throughout Canada. We are certain that Mr. Cloakey's many Winnipeg friends will regret losing the society of Mr. Cloakey, but Capitol, Hamilton, will assuredly gain.

The Man From Glengarry To Open at Regent.

It is reported that the Regent, Toronto, will close for a few weeks in order to undergo certain redecorations and improvements. There have been certain rumors in connection with the future policy of this house. It is quite likely that the picture policy will prevail. "The Man From Glengarry," adapted from the story of Ralph Connor, and produced by Ottawa Films under the management of E. Shipman, will play the Regent when it re-opens, probably around the first week in December. "The Man From Glengarry" will simultaneously play other leading theatres on the chain of Famous Players Canadian Corporation same date as the Regent, Toronto, opening.



EILLE NORWOOD
as Sherlock Holmes
in The Copper Beeches
The Adventures of Sherlock Holmes
An Educational Picture



CECIL HUMPHREYS
in The Dying Detective
The Adventures of Sherlock Holmes
An Educational Picture

ASSOC. FIRST NATIONAL FEATURES MONOPOLIZING TORONTO FIRST RUNS

WITH Jackie Coogan in "Trouble" at Pantages, Toronto, the Associated First National are showing a remarkable number of first runs for their features. Richard Barthelmess comes to Pantages week of Nov. 27th with "The Bond Boy." Each week presents an Associated First National at one of the prominent theatres and there have been weeks where every first run house in Toronto presented an Associated First National attraction. The answer to this must be features that the exhibitors want because the public will respond to them. Information in regard to Oliver Twist, with Jackie Coogan is to the effect that it will be presented in Toronto during December. It was at first thought to present this picture at top notch prices and as a road attraction, but after due consideration it was decided to place Oliver Twist on the general picture market, giving exhibitors, who

Assoc. First National Appear To Be Always "Exceptionals"

Not content with winning Gold Medals for outstanding productions, Associated First National keep on getting into the press as the producers of the exceptional pictures. "Minnie," a Marshall Neilan production released through Associated First National is in the November list of exceptional pictures listed in the National Board of Review.

Greatest Entertainment Offered In Two Reel Form

Educational Sherlock Holmes

"The Sherlock Holmes pictures are, in our humble opinion, the greatest entertainment vehicles ever offered in two-reel form. In fact there are comparatively few productions of feature or super-feature length that furnish the entertainment that these present. They are thrilling from start to finish. The five we reviewed are in a class by themselves and we can think of no better pictures, were we in the exhibitors' boots at this period, to book

"Educational has scored a scoop and accomplished an achievement that will mean money in the pocket of every exhibitor in this country. No exhibitor who wants to furnish his patrons with worthwhile entertainment—entertainment that will make each and every one of them boosters of your theatre—can afford to overlook this series. Here is truly a series that is worth its money in gold."

play pictures only, an opportunity to book "Oliver Twist." Another big attraction which has been released in the West, but not yet reached Toronto is "The Masquerader," with Guy Bates Post. Press comments where the picture has played in Canada are unanimously eulogistic. The Associated First National are certainly to be congratulated upon their consistently fine programme.

"Goldwynners" Exploitation Men Boosting Goldwyns.

Goldwyn Pictures has engaged some very much alive exploitation men to co-operate with exhibitors in the presentation of Goldwyn pictures. Exhibitors will recognize these gentlemen by "Goldwynners" the name which has been applied to them.

RAY LEWIS REVIEWS "THE MAN FROM GLENGARRY"—"WHERE'S MY WANDERING BOY TO-NIGHT"

"The Man From Glengarry," produced under the management of Ernest Shipman, by Ottawa Films, Ltd., has the distinction of being Canadian 100 per cent. You could not mistake the atmosphere, the environment and location. It fairly exhales the aroma of Canada's timber lands; and positively gives its viewer a desire to take in a deep, long breath of pure ozone.

Ralph Connor needs no introduction, "The Man From Glengarry" is from his pen and has the virile, honest idealism, which one finds in all his stories.

The scenes in the North Country were sure-fire realism; and could not be surpassed in interest and thrills. The log-birrelling contests and log-driving, around which the story revolves, are as thrilling as they are picturesque. A picture of this stirring story should be kept in the atmosphere to which it belongs; and the director who recognizes that he has a big enough story and atmosphere, to do without "dressed-up" scenes, will by establishing a precedent confer a great favor upon Screen Art. The love interest will not require the scissors of the censors; and this makes the appeal of "The Man From Glengarry" all the more unique in that the "love theme" had no occasion for elaboration, the home missionary, the boss, lumberjacks, the bad man, all play and counterplay in the building up of dramatic value and interest.

The photography should receive a special commendation. It was flawless, and the views of Canadian scenery, the magnitude of the Timber Industry were a source of surprise to even those Canadians who boast that they know their own country. Several of the titles, taken from the book, were in typical Ralph Connor humor, stamping the characters with that very flavor which makes Connor's characters living people, and not mannikins.

Both Mr. Shipman and the Ottawa Films should receive our support and congratulations on "The Man From Glengarry." It is not so very far behind the best that foreign countries are producing with about a twenty-year start on Canada. Mr. Shipman is not optimistic without good cause.

"Where is My Wandering Boy To-Night?" is a Stephenson Attraction release. The name is familiar to both the old and new generation, and music lovers have accepted the ballad through the interpretation of Louise

Homer, that glorious contralto. Churches and welfare organizations have almost made the song a hymn, so universal has been its appeal.

Still connoisseurs of what constitutes the artistic in screen drama might think, judging by the title, that they are going to see a "sloppy" sort of a picture in "Where Is My Wandering Boy To-Night." This time the epicureans are going to be fooled. There is nothing "sloppy" about this picture, a bit sentimental in spots, but stopping before the "impossible" stage is reached. The picture abounds in comedy, and calls for laugh after laugh, no guffaws, but chuckles and peals of particular enjoyment. The story is most logically told; and it is the adherence to facts, as they really are in life, which makes the picture ring true; and therefore, in the class of box-office attractions.

The mother scenes could be a bit cut, this would not detract, but speed the picture on to its succession of interesting incidents; and is really the only part of the picture which might be considered a bit draggy.

No elimination of these scenes are necessary, simply a shortening of them, which would stimulate the interest in what is shown.

The story is centralized in a small town, to which comes Yvonne, a chorus girl, seeking rest, the cows and chickens, her physician has prescribed. George Beecher, the boy, played by Cullen Landis gets an idea, after Yvonne's departure, that he will go to the city, Broadway must be conquered. Garry joins the "park bench brigade," and the "free coffee and doughnut crowd," after he has been given a very brief "once over" by Yvonne.

His mother's prayers bring him back to the home but the yearning for the Big White Way is there; and an opportunity presenting itself, he robs the Bank of Silas Rudge, foster father of Lornie, his sweetheart of childhood.

Yvonne is again introduced to Garry, who proceeds to show her that he is "a regular fellow." The bank-roll soon diminishes; and once more broke Garry finds himself, out of favor and luck generally. "Stoking" brings a sobriety of action and a return of conscience. Garry proceeds by "the sweat of his brow" to return what he has stolen, but finds that the money to be returned in this way will take a very long time to accumulate.

He calls on Yvonne, hoping to secure from her the return of the jewels given to her. Yvonne returns them, under forceful persuasion, but being taken into Garry's confidence as to why he wishes the return of his presents, hands him over to the police.

Garry is sentenced to ten years. Meanwhile his mother, played by Virginia True Boardman, waits with lamp alight in her window for her boy's return. Lornie keeps the truth of the imprisonment from her.

The insurrection of the prisoners, during a visit of the Governor gives Garry an opportunity to save the life of the warden and for this service he is given his liberty; and returns to his boyhood home.

The incidents and the tragedies which befall this boy are built up on smiles, laughs and tears. The picture is splendidly dressed where the Broadway scenes require it; and gives the picture just the sufficient polish to round off its entertainment value.

The melodramatic scenes are lavishly interspersed and thrilling in their presentation. It would be difficult to select any one of these big scenes as the "punch" which makes the picture, there are so many splendid scenes of intense action; and sometimes the most modest scene in a picture is the one which audiences remember and the one which counts.

Cullen Landis was excellent as Garry, Patsy Ruth Miller as Lornie could not be improved upon; Virginia Boardman as Garry's mother, has a very mother-like countenance, and she was particularly appealing because of her pretty quaintness. In addition to her type-value, she is a most admirable actress. "Where Is My Wandering Boy To-Night," should have no difficulty in getting business for exhibitors situated in cities or small towns; and will prove excellent entertainment.

"Chris" Smith House Manager Capitol, Winnipeg, Goes Empress Theatre, Edmonton

"Chris" (C. W. Smith), who has been house manager at the Capitol, Winnipeg, has been made manager of the Empress theatre, Edmonton, Alberta, one of the Famous Players Canadian Corporation chain. The staff of the theatre gave Mr. Smith a beautiful gold watch suitably engraved as a parting gift.

DIGEST ADVERTISEMENT---Brings Stephenson Four Hundred and Thirty-Seven Bookings---*Convinced of Power of Digest*

STEPHENSON ATTRACTIONS, LIMITED

CHAS. L. STEPHENSON, PRESIDENT AND GENERAL MANAGER

HEAD OFFICE—CANADA

UNION TRUST BLDG.

TORONTO

PHONE MAIN 3751

PLEASE ADDRESS ALL CORRESPONDENCE
TO THE FIRM AND REFER TO C.L.S.

WRITTEN AT Toronto, Nov. 22nd, 1922.

Miss Ray Lewis,
Canadian Moving Picture Digest,
27 Jarvis Street,
Toronto, Ont.

My dear Miss Lewis:-

In the "Motion Picture Digest" issue of November 11th, I devoted one page of my double page "Ad" to find out if it pays to advertise in the "Motion Picture Digest". I am glad to report that up to the present writing I have received seventy-one letters from different parts of the Dominion of Canada in answer to same.

The total amount of bookings requested from this "Ad" on our product amount to 497 pictures or an average of seven pictures each. Considering the fact that the "Ad" cost \$-\$\$-\$\$-\$\$ you can see for yourself the result of same. I am now convinced of the power of advertising in the "Motion Picture Digest".

With kind personal regards, I am,

Yours very truly,

STEPHENSON ATTRACTIONS, LIMITED,

CHARLES L. STEPHENSON,

CLS/T

President.

THE **Bond Boy**

*"It cannot be recommended too highly."--
N.Y. Morning Tel.*

*"THE BOND BOY is a vivid, forceful
story, rich in human interest."--
M.P. World.*

*"In THE BOND BOY Richard Barthelmess
again enriches the screen."--N.Y. Herald.*

*"Should be one of the biggest hits in the
history of the screen."--
N.Y. Morning Tel.*

*"THE BOND BOY is without question
one of the finest pictures produced in
many moons."--N.Y. Eve. Globe.*

*"Score another hit straight in the bullseye
for Richard Barthelmess."--
Exh. Trade Review.*

*"There have been very few pictures that
can compare with it."--M.P. News.*

*"A decided credit to all concerned in its
making."--N.Y. Sun-*

RICHARD BARTHELMESS



Associated First National Pictures

Toronto, Montreal, St. John, Winnipeg, Calgary, Vancouver

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CANADIAN MOVING PICTURE DIGEST



This little trade-mark appearing regularly on your screen will work wonders for you.

ASK THE MAN WHO SHOWS IT
ASSOCIATED FIRST NATIONAL PICTURES

TORONTO, CANADA
NOVEMBER 25th, 1922.

Goldwyn

Pictures

This Means a Lot to You



Goldwyn Pictures
It Means a Lot to
Your Patrons

20 BOX OFFICE 20

ATTRactions

A "dad" production that invites increasing patronage daily.

"REMEMBRANCE"

The outstanding money magnet that fills theatres to the roof.

"SHERLOCK HOLMES"

The newest "overnight" picture sensation, they're waiting for.

"THE SIN FLOOD"

HERE'S THE NEXT ONE WITH AN EXPLOITATION CAMPAIGN OF SUCH MAGNITUDE
THAT EVEN THE REMOTEST TOWN IN CANADA WILL HEAR THE REPORT

B-U-T-S—.

THAT'S ALL WE'LL SAY ABOUT IT - - - AND LET YOU GUESS THE TITLE

IF YOU HAVE GOLDWYNS
BOOKED YOU'RE LUCKY

IF YOU HAVEN'T, DO IT
NOW AND BE LUCKY

FAMOUS PLAYERS FILM SERVICE LTD.

Toronto

Montreal

St. John

Winnipeg

Calgary

Vancouver

DIGEST ADVERTISEMENT---Brings Stephenson Four Hundred and Thirty-Seven Bookings---*Convinced of Power of Digest*

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Toronto, Ont.

My dear Miss Lewis:-

In the "Motion Picture Digest" issue of November 11th, I devoted one page of my double page "Ad" to find out if it pays to advertise in the "Motion Picture Digest". I am glad to report that up to the present writing I have received seventy-one letters from different parts of the Dominion of Canada in answer to same.

The total amount of bookings requested from this "Ad" on our product amount to 497 pictures or an average of seven pictures each. Considering the fact that the "Ad" cost \$-\$\$-\$\$- you can see for yourself the result of same. I am now convinced of the power of advertising in the "Motion Picture Digest".

With kind personal regards, I am,

Yours very truly,

STEPHENSON ATTRACTIONS, LIMITED,

CHARLES L. STEPHENSON,

CLS/T

President.

*"The Most Exquisitely Beautiful Thing
That Has Ever Been Done in Films"*—MOVING PICTURE
WORLD



A NEW TYPE OF
MOTION PICTURE

*Nothing Like It Has
Ever Been Done Before*

"THE ENCHANTED CITY"

A Love Fantasy

By

**WARREN A.
NEWCOMBE**

By arrangement with
HOWARD ESTABROOK

Robert E. Sherwood says in "LIFE":
"It is a gorgeously beautiful picture
that brings a new quality—something
higher than photography—to the screen"



CANADIAN EDUCATIONAL FILMS LIM TED

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

CALGARY

VANCOUVER

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

Subscription \$2.00

United States \$3.00

Foreign \$3.50



The
**CANADIAN MOVING
PICTURE DIGEST**

Published Weekly by

**The Dominion Embossing
and Printing Company**
**27 JARVIS STREET,
TORONTO**

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 31

TORONTO, CANADA

NOVEMBER 25th, 1922

WEAK LINKS

THE rumors in reference to the Canadian Exhibitors' Exchange need no call for the usual "I told you so."

Organized with an idea which was idealistic, in that it embodied the Golden Rule, like other groups of a like kind, its path has not been a path of roses. Ideas and ideals are always "out of order" to a majority of humans, who love to be left alone to drift and enjoy their comfort, regardless of how many other ships go down.

The group who responded to a call for an organization of exhibitors, had at least the initiative and the courage to start something which had and has tremendous possibilities. If it is necessary to reorganize this group, perhaps weed out a few of those who feel that comfort in life is the goal, this weeding out process need not alarm those who are inclined to still believe in an organization of exhibitors, or the onlookers who were waiting to see what the group would do before they joined hands. The purpose of the Canadian Exhibitors Exchange was to secure pictures at a fair price; and rent these out to the group in the organization and other exhibitors at a fair price also. There is nothing at all arbitrary or wrong with the idea, in fact it is a particularly profitable one; as has been proved by other exchanges whose business comes solely from exhibitors.

The number of shareholders in the Canadian Exhibitors Exchange is around one hundred and fifty. With this number pledged to book what their buying committee selects, and surely a committee of exhibitors should know what it is profitable for them to buy, the market available for excellent pictures, should be unlimited. But the perplexing question is, do the committee agree on what they wish to select; and having agreed do the remaining exhibitors book what the committee has purchased for them? Let us take it for granted that the committee selected certain pictures, have all the shareholders booked these pictures and if they have not, why? Let us take it for granted that the committee selected poor material, that would excuse the exhibitors from committing suicide, even in a group, but this evolves a problem in the Canadian Exhibitors' Exchange, and under these circumstances it would be necessary to reorganize the buying committee.

However, in judging the ability of the buying committee, one must take into consideration the fact that you cannot please everyone, and the "Kickers" should comply with the general verdict: booking those pictures

which the majority of the exhibitors in their organization have passed as worth while.

To saddle your responsibility upon a few exhibitors will not do the organization to which you belong any good, nor will it strengthen their possibility of a continued existence.

The exhibitor who joins an organization, agrees with out dissent to what is agreed and passed upon at a meeting; and then gets in a corner of the room, or on the street and grumbles about what has been discussed or passed is the WEAK LINK in that organization and the vulnerable spot wherein that organization can be penetrated with a view to its destruction.

It's a big responsibility upon one's conscience to be the WEAK LINK which destroys a good idea or ideal. The fact that an exhibitor spends one hundred or two hundred dollars for a few shares in an organization, means nothing, if becoming a shareholder does not carry with it a share in the responsibility of what that organization stands for.

The exhibitors outside of the Canadian Exhibitors' Exchange, must be influenced by what an organization of exhibitors is buying and using. If a picture is good enough for one hundred and fifty exhibitors to play, it is good enough for another one hundred and fifty and another and another.

But if it is not good enough for the exhibitors who have purchased it originally, then it is not good enough to sell to any other exhibitor; and the organization is financially doomed. The man who prides himself upon the fact that he is a business man, pure and simple, may be simple alright but about the "pure" part of his make-up we have doubts. The exhibitor who prides himself upon his business ability by investing in an organization in order to derive certain present and future benefits, is very different to the exhibitor who joins an organization with the spirit of giving, in the equivalent to what he takes.

A Canadian Exhibitors' Exchange can only prove successful when the WEAK LINK or LINKS are eliminated. It is better to have a fifty-link chain, sound, than a chain of one hundred and fifty links every other one WEAK. There is to be a general meeting with a view toward reorganization of the Canadian Exhibitors' Exchange. Let us hope they unite to eliminate the WEAK LINKS.—RAY LEWIS

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Before Buying Pictures Read The Digest Advertising Pages.

NEW YORK PUBLIC LIBRARY

ASSOCIATED FIRST NATIONAL REPORT CONFIRMED REGARDING PRODUCTION

CONFIRMATION of reports to the effect that Associated First National is going into the production end of the motion picture industry was made by Richard A. Rowland in the first official statement he gave out since his election as general manager of First National to succeed J. D. Williams.

Mr. Rowland points out that Associated First National is, first of all, a distributing organization absolutely devoted to keeping the market open to the independent producers of motion pictures and adds: "The independent production has been, is, and we hope will remain our principal source of supply. Reports that we are going into production on a big scale have recently been widely circulated. It is true that we may produce some pictures in accordance with certain ideas, formulated by our directors at the recent meeting, but such production will take the direction of assisting directors and independent producers of promise to enter production rather than for our company to build up a vast organization and studios and itself become a big competitor in the production field."

"We represent a great many fine theatres which offer a ready market. We cannot possibly produce enough pictures to supply these theatres, which require big time attractions. Our experience has demonstrated that the individual producer who devoted his en-

tire time and attention to the making of his pictures, one by one, will turn out a more artistic product than we could hope to do in mass production. Therefore, the independent producer will always find an outlet through our organization for the very good reason that our future welfare and his own are dependent upon each other. For example, we have recently contracted with M. C. Levee, president of the United Studios for two pictures to be directed by Maurice Tourneur, the first of which will be Crittenden Marriott's extraordinary novel of romance and adventure, "The Isle of Dead Ships."

Allen Holubar will also do "The White Frontier" at the United Studios. Edwin Carews is at present completing a picture at the Biograph Studios, the title of which has not been decided upon. Sam Rork and James Young left for the Coast last week with a contract for several James Young Productions. Mr. Young has still to direct "Trilby" for Richard Walton Tully, before beginning upon his own series. Negotiations are under way with several other directors and producers, and while our company is interested with these gentlemen, it is upon much the same general lines as our former production affiliations. In a word, our policy will be to encourage capable directors to improve their product, for there is no doubt of the strong public demand for better and more intelligently made pictures."

"NIGHT LIFE IN HOLLYWOOD" OPENS GRAND, TORONTO, DEC. 4TH

"**N**IGHT Life in Hollywood," a Stephenson Attraction opens at the Grand, Toronto, to prices 25, 50, 75 and \$1.00. It is the intention of Mr. Stephenson to release this picture to exhibitors, as one of the regular Stephenson releases, despite the fact that the publicity angle and possibilities for road showing are unlimited.

When a picture boasts in its cast such players as Wallace Reid, William Desmond, Theodore Roberts, Sessue Hayakawa, Tsuru Aoki, Bryant Washburn, J. Warren Kerrigan and J. Frank Glendon, it would be worth the attention of the theatre-goer even were the story not of particular interest. But when you combine with such a galaxy of stars the fact that the story in which they are given an opportunity of displaying their talents is an absolutely fascinating one, it

would seem that there we have an almost unbeatable combination. And such is the case with "Night Life in Hollywood," which will be shown at the Grand Theatre during the week of Dec. 4th.

It is a story which comes as a direct reply to the thousands of columns of newspaper material which have been written about the most colorful community in the world,—Hollywood. It analyzes the life there and shows every single angle of it.

Goldwyn's "Sherlock Holmes" Gives Staggering Receipts

Allen's Danforth report that Goldwyn's "Sherlock Holmes" returned that theatre receipts so staggering that they overtopped by nearly two hundred dollars the biggest receipts that house has yet enjoyed.

W. Kelly Appointed Sales Representative, Calgary, Famous-Lasky Exchange

Mr. Frank H. Marshall, Branch Manager, Calgary office, Famous Lasky Film Service, Ltd., announces the appointment of Mr. William Kelly as sales representative in this territory. Mr. Kelly has been connected with the organization for several years and is one of the best liked men in the business.

Mgr. Rupay, Griffin's Theatre, Woodstock, Swears By "Tol'ble David"

I, Wilfred Gladstone Rupay, of the City of Woodstock, in the County of Oxford and Province of Ontario, solemnly and truly declare that no picture I have shown this year has had—

—the dramatic suspense or vivid reality of the fight in "Tol'Able David."

—the true, lovable humanness of this story of a boy who wanted to be a man and got an opportunity proving himself.

—the sweetness of appeal that is in mother-love of a mountain mother for this boy.

—the remarkable characterizations, the grip, the magnetic force which radiates from every reel of this splendid picture.

And I solemnly affirm that in my opinion, "Tol'Able David" ranks with the three greatest screen dramas of this year.

Sworn and Subscribed to before me, Arthur Herbert Plant, at the City of Woodstock, in the County of Oxford, and Province of Ontario, this 21st day of November, A.D. 1922.

ARTHUR H. PLANT,

Notary Public.

(Signed) WILFRED G. RUPAY,
Mgr. Griffin's, Woodstock
SEAL

Effective Exploitation "Night Life in Hollywood"

"At the world's premiere presentation of "Night Life in Hollywood" they were compelled to turn away 3,744 people, while uncounted throngs waited for hours in the lobby. We do not want our patrons subjected to a similar inconvenience and we therefore suggest an early visit if you want to see the year's most sensational picture in comfort."

Two Toronto Incorporations Of Theatre Companies

Among the list of incorporations in the Ontario Gazette are two of theatrical interest. Shea's Amusement Company, Limited, Toronto, \$40,000, and Premier Theatre, Limited, Toronto, \$50,000.

EDUCATIONAL SHOWS EXHIBITORS HOW TO EXPLOIT CHRISTIE COMEDIES

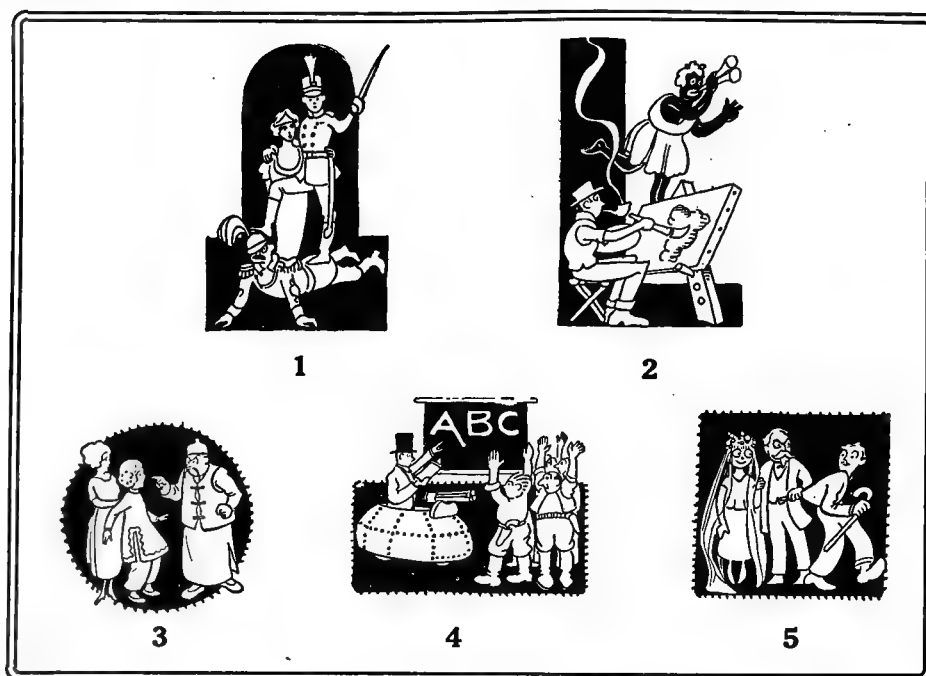
A GREAT ADVANCE in the exploitation of short subjects is reflected in advertising helps furnished by Educational Film Exchanges, Inc., on two-reel comedies of the new season's series distributed by that organization.

Press sheets issued by Educational on all two-reel comedies, including the Christie Comedies, Hamilton Comedies and Mermaid Comedies, show comic sketches which are provided through the Educational Exchanges in electrotypes or mat form for use in local newspaper advertising.

These cuts are made without lettering, so that they can be kept as small as possible. Whatever the size or

style of an exhibitor's advertising layout, one of these small cuts can be placed in it, and the exhibitor can have the printer set his announcement around the cut in the arrangement most suitable for his own purpose. Catch lines providing material for such announcements are shown on the same page of the press sheet.

Illustrated herewith are five of these cuts, available at all Educational branch exchanges. They were prepared for the following subjects: No. 1, "Choose Your Weapons," Christie Comedy; No. 2, "Blazes," Mermaid Comedy; No. 3, "Chop Suey," Christie Comedy; No. 4, "The Educator," Hamilton Comedy; No. 5, "High Power," Mermaid Comedy.



COLEMAN ELECTRIC IN NEW OFFICES REPORT BUSINESS IS BOOMING

THE Coleman Electric Co., since opening their new Theatre Supply offices in the Hermant Building a month ago report that they have received a hearty response from their many old friends and also from many exhibitors in need of quality supplies. Mr. Coleman, the sole owner and manager of the Company, is more than pleased with the number of enquiries and orders he has received from his advertisement in the Digest, and he has been more than busy taking care of his customers along with fitting up his premises.

The Coleman Electric Co. have exerted every effort to obtain only the best quality of supplies, and since the Company follows the policy of Mail Order only, the heavy cost of Branch Offices and travelling salesmen is eliminated, resulting in low cost of office upkeep, and consequently reduced prices on goods. Mr. Coleman has just completed arrangements with the manufacturers of Motiograph Projectors whereby Motiograph machines will hereafter be sold at the same price in Canada as in the United States. The new Motiograph De Luxe is the

quality Projector of to-day, and this wonderful machine must appeal to every Exhibitor, particularly at United States prices.

Another valuable arrangement has been completed whereby the Coleman Electric Co. are Canadian Agents for the celebrated "Fulco" line of Theatre Supply Specialties, including Rewinders, Lugs, Film Cement, Carbon Savers and Adapters, Exit Boxes, Film Cabinets, Rewind Tables, etc., etc. The "Fulco" Company has long been distinguished for the excellence of their various articles and for the very reasonable price at which these articles are sold.

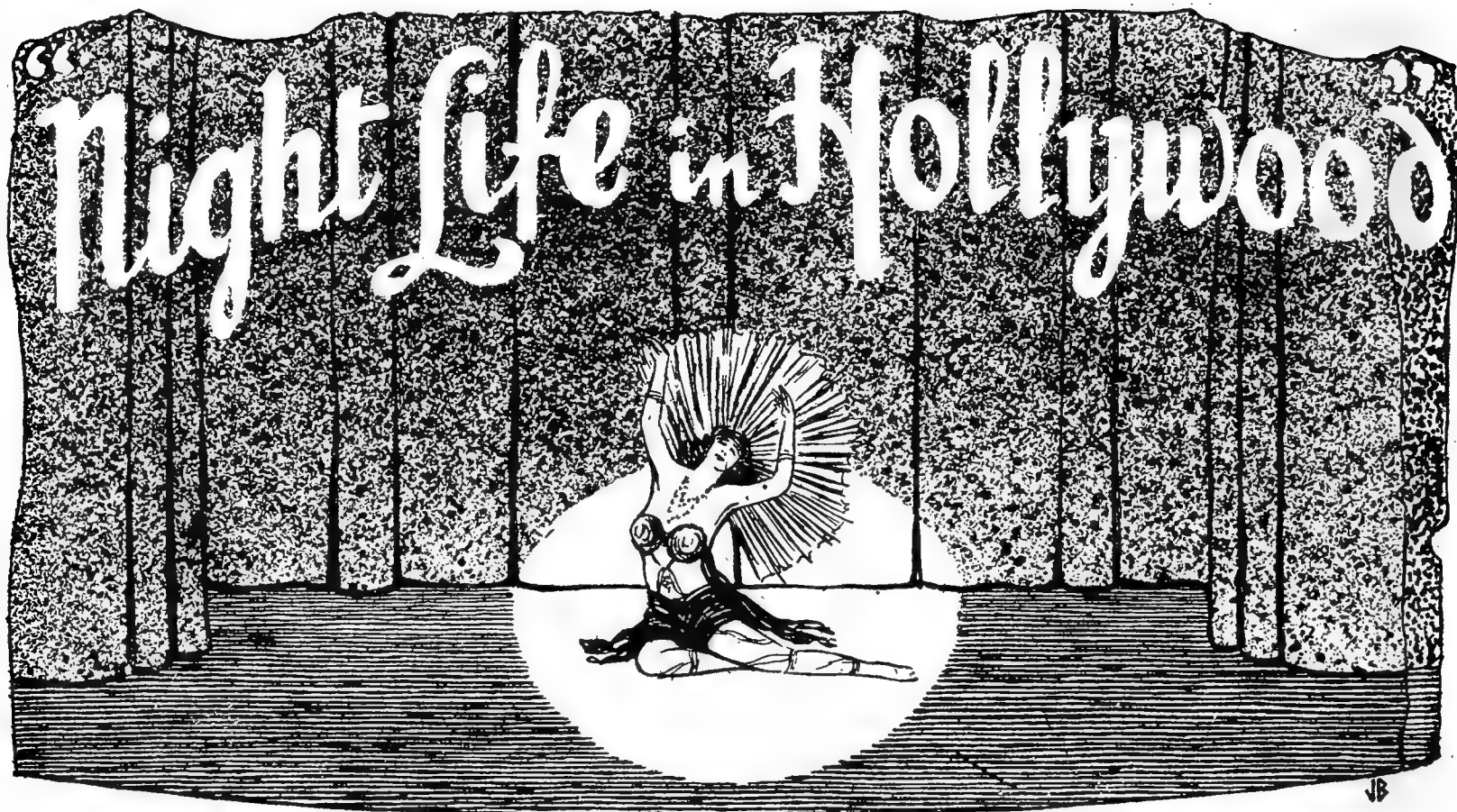
Mr. Coleman also calls special attention to a shipment he has just received of No. 6 and No. 4 Asbestos Covered Cable, this cable being made to the new 1922 specifications and which, he states, is the finest cable he has ever been able to procure.

Mgr. Patrick, Princess, Exploits "Remembrance."

Mgr. Patrick of the Princess Theatre, Stratford, recently put over a "Remembrance Week" to excellent advantage. A tie-up with the merchants handling men's goods, gave him a full-page ad. in a local paper. The newspaper heading was "Remembrance Week," "Dad did a lot for you, do something for him." "Remember, Father." This was embellished by advance Xmas gifts suitable for father. Manager Patrick has the smallest theatre in town, but is alive enough to play the biggest attractions and get the biggest business. Mgr. Patrick has a "runabout" and uses it to bill his town with window and tack cards, even visiting the outskirts and remembering everyone. He does not say when placing a card in a merchant's window, "May I?" but "I am placing a card in your window," and the merchant generally calls back, "Alright." There's a method in even placing cards. Get the method.

Mgr. Bailey To Introduce Movie Follies, Toronto Educational Short Subjects

Manager "Bill" Bailey of the Cum Bac Theatre is arranging a novelty offering for his patrons. Beginning Thursday, Nov. 30th, he will introduce "The Movie Follies," a three-day bill composed of Educational Short Subjects. We will tell you all about its success when we see it and all the particulars. Watch for the Movie Follies, account and review, it may give you an idea to follow in Mgr. Bailey's footsteps.



The Old, Old Story

OVER AGAIN

You have often stated that Box Office attractions like "THE WHIP" and "MICKEY" only happen once in a while.

It Has Happened Again

POSITIVELY

The greatest Box Office bet since the above two pictures were released.

STEPHENSON ATTRACTIONS LIMITED

Toronto

Montreal

St. John

Winnipeg

Calgary

Vancouver

Grand ^{Opera} House, Toronto

Entire Week of December 4th

Prices---25c, 50c, 75c, \$1.00

Released by

STEPHENSON ATTRACTIONS

Toronto

Montreal

St. John

Winnipeg

Calgary

Vancouver

The story of the most talked of City in the World



"NIGHT LIFE IN HOLLYWOOD"

"Read That Last Line Over Again."

Cast Includes---Wallace Reid, Theodore Roberts, J. Warren Kerrigan, Sessue Hayakawa, Tsuru Aoki, William Desmond, Bryant Washburn, J. Frank Glendon, Josephine Hill, Gail Henry, Bessie Love and Dorothy Davenport.

VITAGRAPH SUING FAMOUS LASKY UNDER FEDERAL ANTI-TRUST ACT

THE Vitagraph organization has brought a suit against the Famous-Lasky organization alleging \$6,000,000 damages under the Federal Anti-Trust Act. Vitagraph states that since the alleged monopoly policy of Famous-Lasky, Vitagraph's business in the United States and Canada has shown a decrease of gross income of \$22,000 a week. The monopoly policy was introduced, it is stated, in 1909, previous to that period Vitagraph had built up a business since 1890 which showed a yearly profit of about one million dollars.

The bill of complaint was filed in the United States District Court, Southern District of New York, by William Marston Seabury, Attorney for Vitagraph. The defendants are Adolph Zukor, Jesse L. Lasky, Jules E. Brulatour, Frank A. Garbutt, Cecil

B. DeMille, Daniel Frohman, Emil E. Shauer, Eugene Zukor, Sidney R. Kent, William H. English, Frederick G. Lee, Maurice Wertheim, Geyer G. Dominick, Felix E. Kahn, and Theodore F. Whitmarsch.

Albert E. Smith, President of Vitagraph, made the following statement in reference to the suit. "In filing suit against the Famous Players I want the industry to know and understand that the suit represents much more than a mere personal controversy between two producers and distributors of motion pictures. As I see it, this suit is not only the case of Vitagraph against the Famous Players Lasky Corp., but it is the suit of every independent producer and every independent exhibitor in the country."

ASSOCIATED FIRST NATIONAL ACT WITH MGR. MILLER OF PANTAGES GIVES ORPHANS PICTURE TREAT

FIVE hundred orphans attended a Saturday morning performance of Jackie Coogan, in "Trouble" at the Pantages, Toronto, owing to the goodwill and co-operation of the Associated First National, who donated the picture and Mgr. Miller, who furnished the theatre for the occasion. The Toronto Exhibitors who so kindly loaned their cars in bringing these little orphans to the theatre and returning them to their particular orphanages should come in for a big share of thanks, as should also the officers of the Royal Orange Lodge, and Knights of Columbus, who did a large share in taking care of the children also. Perhaps Jackie Coogan will never play to a more appreciative audience than he did that Saturday morning and if the message was sent to him, we are sure his beautiful, soft, brown eyes would light up with joy at the thought of how happy he had made those little children, so much

less fortunate than him. All orphanages were represented, Protestant, Catholic, Jewish, no distinction made. This is the tolerant attitude one always finds in benefits which the Moving Picture Industry is wont to bestow.

Not satisfied with the Saturday morning performance, Mgr. Miller and the Associated First National again joined their forces in giving the patients of the Sick Children's Hospital a treat. The children laughed through their pains as the antics of Jackie and his dog were unfolded. The screening was done in each ward, while the nurses read aloud the titles. We must not forget to mention Thos. Marsden and George Robinson, who officiated as operators at the Sick Children's screening. The industry should be proud of the Associated First National and Mr. Miller for the thoughtfulness extended toward the Sick and Toronto's Orphanages.

J. P. O'Loughlin To Have "Timothy's Guest" Shortly.

J. P. O'Loughlin, managing director of Canadian Releasing Corporation, reports a big release shortly impending. This is "Timothy's Guest," about which they are talking in the States. Another big release by this exchange will be "His Wife's Husband," soon to be released at the Strand, Montreal.

Haskel Masters Joins Famous Players Film

Mr. Haskel Masters, lately resigned from Regal Films has been installed at the Winnipeg Office of the Famous Players Film Service, replacing Mr. W. J. Drummond, who lately resigned. Mr. Louis Rosenfeld journeyed to Winnipeg to arrange about the installation and incidentally look over the situation there.

Paramount Open Theatre, Hanover, Ontario

Manager Wm. A. Williams, formerly connected with the Lyric Theatre, Hanover, is now managing the Paramount Theatre, opened there on Nov. 1st.

Exhibitor Uses Novel Stunt For Goldwyn's Sherlock Holmes

Exploitation is the key to the success of every picture, notwithstanding its established success. Goldwyn's "Sherlock Holmes" has been breaking box-office records it is said, wherever the picture is being shown. One live exhibitor approached his newspaper editor with the suggestion that he would supply a man for "Sherlock Holmes" who would visit certain stores between certain hours. Persons approaching him must not only say, you are the *Times-Journal* "Sherlock Holmes" at the Star Theatre, but must name a certain article carried by the great detective. They must also have in their hand at the same time, the latest edition of the paper that boosted the exploitation. Many would approach with the phrase to be used, topping it off with, "And you must show me the ——— which you carry for identification." Sherlock Holmes carried a magnifying glass, but most of the contestants mentioned, pipe, revolver, handcuffs. In answer to these he would only laugh and walk on. No description of clothing or height was given. It is a good stunt for "Sherlock Holmes" especially if the impersonator happens to be a stranger.

Gen. Mgr. W. Sheehan Opens New Fox Exchange, Homestead Site, Buffalo.

Clergy, officials, theatrical men and women, and prominent Buffalo citizens attended the opening of the new Fox Exchange Building, Buffalo. General Manager, Winfield Sheehan, of the Fox Film Corporation arrived in Buffalo to officiate at the opening of the new Fox Exchange Building, standing upon the site of the old Sheehan Homestead on Pearl St.

All the Sheehan boys were there to help in the dedication, Howard J. Sheehan of San Francisco, Clayton P. Sheehan, district manager for the territory covered by Albany, Buffalo, Cleveland, Detroit, Norman C. Sheehan of the Buffalo office.

Clayton P. Sheehan leaves for South America, where he will visit all countries in quest of new stories, stars, locations, ideas, which will be capitalized into picture production.

CRITICS COMPETE IN PRAISING EDUCATIONAL "THE ENCHANTED CITY"

"THE ENCHANTED CITY" now being released in Canada, has aroused a veritable storm of praise from critics who compete with each other in sounding its praise.

"The Enchanted City" is based upon a love fantasy by Warren A. Newcombe. When it was presented at the Rivoli, New York, the musical interpretation was arranged by Dr. Hugo Riesenfeld.

"The Enchanted City," a distinctly worth while, artistic novelty, establishes a new standard of comparison for moving pictures. It is the most exquisitely beautiful thing that has ever been done in films. It is an artistic contribution that no exhibitor need be afraid will be over the head of his audience * * * it leaves one fairly gasping * * * it is his duty to show it."—Moving Picture World.

"A gorgeously beautiful picture that brings a new quality — something higher than photography — to the screen."—Life.

"Strikes a high note in motion picture achievement."—Arts and Decoration.

"So good it has to be seen to be

believed."—New York Herald.

"One of the greatest pleasures which up to this time motion pictures have afforded. More true beauty than one could imagine possible."—Christian Science Monitor.

"The Enchanted City" has been listed by the National Board of Review as an exceptional picture and by the New York Times as among the "best recent photoplays."

Never before, has a short subject received such strong and unanimous words of praise from the critics. They praise it more highly than you could do. They have written the strongest lines you can put into an advertisement.

"A gorgeously beautiful picture that brings a new quality—something higher than photography—to screen."—Life.

"The most exquisitely beautiful thing that has ever been done in films."—Moving Picture World.

"So good it has to be seen to be believed."—New York Herald.

"More true beauty than one could imagine possible."—Christian Science Monitor.

ANTI-NARCOTIC FILM COMPANY HARRY KAUFMAN MAY BE INTERESTED

YET another Motion Picture Producing Company is well under way with roots in Montreal and New York. This is being promoted by Harry Kaufman, formerly associate manager of Regal Films Corporation. It will be known under the name of the Anti-Narcotic Film Company, Limited, and is being formed to combat the Drug and White Slave Traffic in this country and the United States. Mr. Kaufman is acting in co-operation with Judge Emily Murphy ("Janey Canuck," the well-known Canadian au-

thor), and it is not improbable that one of that lady's works, "The Black Candle," will be among the first pictures to be produced. Offices of the company have already been taken in the Imperial theatre building Montreal and the pictures will be produced in New York. A further news item of interest in connection with the above is the fact that S. Morgan Powell, dramatic critic of the Montreal Star, is writing a scenario which the company will feature among its big productions.

NEW CHAIN CANADIAN THEATRES ALLEN'S REPORTED INTERESTED

BERNARD ALLEN, father of Jule and J. J. Allen, the well-known moving picture men of Toronto, closed an agreement with O'Brien, Limited, at Renfrew, Ontario, for the control of five theatres in the Ottawa Valley, the transaction being signed on November 21, it was announced at Ottawa.

The five houses are located in large towns outside of Ottawa, the locations being Pembroke, Renfrew, Arnprior, Almonte and Smith's Falls. It is stated that Mr. Allen has purchased all but one of these theatres outright, the exception being the theatre at Renfrew which has been leased from O'Brien, Limited. The head of the

O'Brien company is a wealthy Canadian senator who has extensive lumbering, manufacturing and retailing interests in the Ottawa Valley district.

It is understood that the five theatres in Eastern Ontario are being added to a new chain of moving picture houses which has been organized by Junior members of the Allen family, other theatres of the circuit being located in Toronto, Walkerville and other centres of Western Ontario.

The O'Brien theatres are equipped for the presentation of dramatic road shows in addition to the staging of moving picture performances, and they have been operated on a combination policy.

G. A. Balsdon Visits Vitagraph Toronto Office Myers Another Visitor

Vitagraph's Toronto office had two visitors this last week in the presence of Mr. G. A. Balsdon, Asst. Gen. Manager of Vitagraph and Mr. Frank Myers, manager of the Vitagraph, Montreal Exchange. Mr. Myers was called to a conference with Mr. Balsdon, previous to the Assistant Manager's departure for other Canadian points.

Mgr. Bailey Strong On Goldwyn's "Sherlock"

When Manager Bailey likes a picture, he is not afraid that the Exchange is going to raise their prices for another feature, just because he happens to be a booster. At present Manager Bailey is talking loud and long regarding Goldwyn's "Sherlock Holmes" so the exploitation department inform us. In Bill Stewart's own words, Manager Bailey has stated that "Sherlock Holmes" is a "Knock 'em Dead" and "Drag 'em Out" 100 per cent. picture box office production. Our friend Bill Stewart has asked the Digest to express in its columns Goldwyn's thanks for "Bill's" good judgment and appreciation.

Famous Players Canadian Company Open Shea's Hippodrome "Young Rajah"

The opening of Shea's Hippodrome under the management of the Famous Players Canadian Corporation is reported to have been a gala affair. The opening bill was "The Young Rajah" with Rodolph Valentino. Other features of equal importance graced the programme, not forgetting the augmented orchestra of thirty musicians under the conductorship of Mr. Jack Arthurs. It is said that over seven thousand people attended the opening day, while several thousands were unable to secure seats.

Original from

Ernest Shipman

IN ASSOCIATION WITH
Sault Ste. Marie Films, Ltd.
 of Sault Ste. Marie, Ont.

presents

"THE RAPIDS"

a romance of industry

by ALAN SULLIVAN

Directed by

DAVID M. HARTFORD

Featuring

MARY ASTOR and HARRY MOREY



Proven Successes:

Back to God's Country
 Nomads of the North
 The Golden Snare
 The Sky Pilot
 Cameroun of the Royal
 Mounted
 God's Crucible

Coming Successes:

The Rapids
 Blue Water
 The Man from Glen-
 garry
 Glengarry School Days
 Latin Love
 (Based on Sant'Ilario)

Distribution in United States
 under management of

ERNEST SHIPMAN

565 FIFTH AVENUE

NEW YORK CITY

THEATRES ST. JOHN USE SLIDES

"GO TO CHURCH SUNDAY"

Nearly eighteen thousand school children from the Public schools attended a motion picture exhibition and lecture given in the interests of Forest Protection. Two shows which were held in the morning at the Imperial Theatre St. John. The school authorities were highly commended for co-operating with the Fire Marshal and the Forestry Department in this highly necessary educative work. It will not be long before the

immense value of the motion picture as an educative force will be universally recognized. Another striking sign of progress was the placing of slides in the theatres in St. John advertising the "Go To Church Sunday". Some few years ago this would have been impossible, but it shows that the broadminded people of all denominations are realizing the fact that most theatre-goers are also members of some religious body.

New Brunswick Films

Producing "Blue Water"

The leads in the first production by New Brunswick Films, Limited, that of the film version of Blue Water, a fishing story will be played by June Thomas and Pierre Gendron. David M. Hartford is directing the production. It is expected that most of the outdoor shots are now finished and then the studio work will start in St. John.

Author of Blue Water

Wires E. Shipman Opinion Regarding Schooner Races

Capt. Wallace is editor of the *Fishing Gazette*, and author of the two well known books, "Blue Water" and "Viking Blood," which are being filmed by the New Brunswick Films, Ltd., and the Halifax Films, Ltd., of Canada, respectively, has wired Ernest Shipman in regard to the schooner races which are being held. Capt. Wallace is an authority upon the subject and his opinions are noteworthy.

The wire to Mr. Shipman is as follows:—

My opinion schooner races are in danger of becoming yachting contests. Let us keep to spirit of fishermen, seamanship and cut out the frills imposed on races by well meaning committees. Let the vessels race with all their dories and fishing gear aboard and cut out this expensive and unnecessary sprucing up. Simplify the rules which are now our continual source of controversy. Do not try to make yachtsmen out of fishermen. Let them act as they do in their work. Races should start from an anchor. Henry Ford is a wonderful vessel, but Bluenose can make better showing in heavy weather. The Mayflower is fastest sailing hooker on western ocean and all three are a distinct advance in fishing vessel design. (Signed) Capt. F. W. Wallace.

Member Board of Censors

To Appear "Blue Waters"

Mrs. A. C. Wilson of St. John is the first member of a board of motion picture censors to take a part in a motion picture production. Mrs. Wilson, who is an amateur actress and directress, and who has supervised a number of amateur stage productions in St. John, and who is also a reader, will be a hospital matron in the production of Blue Water. This is the first production of New Brunswick Films, Limited, on which the outdoor scenes are now being shot along the Bay of Fundy. Pierre Gendron and June Thomas are playing the lead, and John Webb Billion, is playing the leading character role. David M. Hartford is handling the megaphone.

Original from

MARY PICKFORD'S "TESS OF STORM COUNTRY" HELD SECOND WEEK STRAND

THE Strand Theatre, New York, has held over Mary Pickford's latest picture, "Tess of the Storm Country" for a second week. Reviews from United States Trade papers are as follows:—

Moving Picture World — "Mary Pickford, in new version of former success should prove one of season's outstanding successes."

The Keaton Wit.

Buster Keaton, he of the solemn visage, is known among his studio associates for his quick wit.

Recently, during the filming of "Day Dreams," Buster's new comedy for Associated First National under the Joseph M. Schenck banner, an actor walked into Keaton's dressing room a bit downcast. He was carrying a pair of shoes.

"You know, Buster," he started, "I have had these patent leather shoes but six weeks and look how they have cracked."

"That's nothing—it's only as it should be," was Buster's reply.

"How do you figure?"

"Well," said Buster, giving the shoes the once over, "the patent has expired."

"The Bond Boy"

Bloodhounds, gallows, death impending,

Deep disgrace on him descending—
Barthelmess and fury blending—
Then—a Henry King-ly ending!

Moving Picture News — "Should draw in all kinds of houses. Star's popularity and popularity of book will see to that."

The Film Daily—"Our Mary comes back to her own wonderfully in Tess. Talk only about Mary. Make all the promises you want." "Tess is going to get you more money than any picture Mary has made for some time."

Christie Comedies Show

Much Variety in Theme

Al Christie has three new comedies now being released, and if his present stride is kept up, the Christie Comedies will uncover many fresh fields this year in search of amusement.

Neal Burns made his first appearance of the movie season in "That Son of a Shiek," which throws a little sand in the eyes of the Arabian romanticists. Viora Daniel, she of the beauteous eyes in Christie's "Cold Feet," plays the leading flapper role, while Lincoln Plumer and Lydia Yeamans Titus are also prominent.

The Proof of Innocence.

Canadian Releasing Corporation announce through J. P. O'Loghlin, managing director, that Miss Louise Dupre featured in "The Proof of Innocence," one of the big pictures of the year, will shortly be released here.

Universal St. John Manager Upholds Maritime as First Run Centre for Pictures

St. John, N.B., Nov. 18, 1922.

MISS RAY LEWIS, Editor,
Canadian Moving Picture Digest,
Toronto, Ont.

Dear Miss Lewis:—

I notice in the current issue of your publication an article headed, "Is Ottawa the coming first-run city in Dominion of Canada?"

In fairness to the very progressive spirit at all times shown by exhibitors in this locality, I would draw your attention to the fact that the last five Jewel productions released by this company had their first Canadian runs in the Maritime Provinces as follows:

Foolish Wives—Opera House, St. John and Majestic Theatre, Halifax, concurrently, week of May 22nd.

The Storm—Imperial, Moncton, week of Sept. 4th.

Human Hearts—Imperial, Moncton, week of Oct. 9th.

Under Two Flags—Casino, Halifax, week of Oct. 30th.

Kentucky Derby—Casino, Halifax, week of Dec. 4th.

And we could go back to the feature *Conflict*, which had its first Canadian run in the Orpheus Theatre, Halifax, during the week of Dec. 12th, 1921.

I feel that you will be glad to give space in your journal for this information because I know you will agree with me that it is a just tribute to the very up-to-date showmanship of these exhibitors, that these facts should be known.

P. C. TAYLOR.

ED.—Three cheers for Maritime.



"Night Life in Hollywood"

RAY LEWIS REVIEWS GOLDWYN'S SHERLOCK HOLMES, SATAN'S PARADISE

GOLDWYN'S "Sherlock Holmes" is what business men would call an A1 product. John Barrymore in the title role, adds romance to the mysterious element which this picture conveys.

The story opens with Sherlock Holmes at school. Among the distinguished pupils at this College is a Prince, who becomes implicated in the theft of some funds from an athletic organization. It happens that the theft has in reality been committed by another student in the web of a master-criminal, Moriarity. The Prince fears a scandal; and Dr. Watson, another student persuades him to allow Holmes to assist him out of this difficulty, since Holmes shows a penchant for "mysterious cases." Holmes follows the clue and discovers the "ton" of Moriarity. In the meantime the death of the elder brothers of the Prince places him in line of succession; and he breaks off his engagement to a Miss Faulkner whom he intended to marry. The girl commits suicide. The sister, who has by chance met Holmes; is determined to avenge her sister's death by exposing the Prince, who is about to wed a Princess of such dignified royalty, that a scandal would prove disastrous. Moriarity knows of these letters and is anxious to secure them in order to have his agents blackmail the prince. Holmes rescues the girl from their diabolical scheming and clutches, induces her to renounce this spirit of revenge and marry him. The girl restores the letters to the Prince. Holmes rounds up Moriarity and his gang and starts off on his honeymoon. The picture is intensely interesting. The love element in a minor key is not missed through the absorbing interest which the story unfolds. The usual "big fight scenes" were eliminated and the "punch" conveyed through the darkening of the interiors in which these scenes took place; and the flashing of exclamations indulged in by Moriarity's gang as Holmes makes his "get-away" with the girl. Besides being true to life, the handling of these scenes in pitch darkness, piled on the interest through the suspense of knowing something vital was happening, but not being able to see just what it was.

John Barrymore, conveyed the "dreamer" spirit of the student-investigator; and later on registered the character of the professional Sherlock Holmes. There is no particular strain on the emotional ability of the players in the story, nor any scenes which

call for fireworks in acting. Most of the characters are but character etchings. The interest of Sherlock Holmes does not lie in its players, but in the story and its succession of climaxes. Perhaps the most outstanding character, was Moriarity, played by Gustave Von Seyfertitz. The Allen, Richmond St. Theatre, which presented Sherlock Holmes in Toronto for its first run, had the pleasure of recording perhaps the biggest week's business for many a moon. The line-up extended for a block night after night until the closing of the week's run, when an extra show was played in order not to disappoint those who could not get in for the regular performance. For its second week Sherlock Holmes played the Strand.

"SATAN'S Paradise" is the latest Canadian production, produced by the Filmcraft Product, under the supervision of Mr. Blaine Irish. To say that I was surprised is, to express a mild emotion, "flabbergasted," though agricultural in flavor, is a better word. "Satan's Paradise" is the first six-reel effort of Filmcraft, who heretofore centralized their efforts in the production of Camera Classics, one and two-reel features. Radio Special was a particularly ambitious effort along educational lines, but "Satan's Paradise" combines entertainment and education with entertainment predominant and education less technical.

The story is in part an expose of the charlantry which exists in connection with Spiritualism. In conjunction with the revelations contained in the unfoldment of the story, there threads through a big mother love and a bit of romance. The mother interest is not of the "usual variety." Her object of adoration and sacrifice is presumably in the "Land from which no traveller returns," and caught in the web of "spiritual communication," she visits every variety of medium, from slate-writing, to materialization, is even induced to commit suicide in order to be with her son. This latter tragedy is averted through the intervention of an investigator who has been rounding up "fake mediums" and follows Mrs. Macdonald, the mother, in his investigations.

The story starts with the boy's departure for Overseas. The comedy element of the wearing of "Kilts" is here introduced, and helps to introduce the War element in a novel manner. The message comes that the boy is missing; and then Mrs. Macdonald,

the mother, easily becomes a devotee at the shrine of Spiritualistic Seances. The investigation and exposure is technically correct and based upon information which was obtained by a bureau of investigation in London, England. It is as interesting as is the manipulation of any magician who mystifies us upon our stages; and unfolds for us a subject made familiar to the general public through the association of the name of Sir Conan Doyle. It happens that the boy is shell-shocked and eventually returns home to his mother and sweetheart.

The business which introduces the girl writing letters to the boy, placing these in a drawer in her writing table, taking from another drawer letters written to her in answer from the boy, is clever and sustains the love interest between two lovers who do not meet.

"Satan's Paradise" is bound to start some publicity controversy, which will help in its exploitation unquestionably.

Those who believe and who do not will have plenty to argue over. The onlooker will let them fight it out between them, and accept the picture as pure entertainment.

The photography and technical accessories, sets, etc., were in harmony with the production and stamp it among the very best pictures yet produced in Canada. It is said that the picture is absolutely Canadian, players, technical staff, story and locations, in fact that it was taken in Toronto and around Toronto, this adds to its interest only in that it is particularly worth while. Our congratulations to Mr. Blaine Irish and his organization. Exhibitors booking this picture need not worry about "the patriotic phase of the proposition," here is merit which does not have to depend upon a "home product" cry to book it.

Rumor Connects Vitagraph With Canadian Production

Some of the Tobique Tom stories published by *Rod and Gun* may be filmed by Vitagraph, which is understood to have made an offer and which is said to plan on shooting the scenes along the Tobique river, if successful in acquiring the motion picture rights. There are many wonderful scenic shots along this river, which runs through one of the greatest moose and deer sections in the world. The Tobique is also one of the best salmon fishing rivers in the world.

"The Sea Riders" Finished Sydney, N.S., Production

The production of "The Sea Riders" being produced by the Maritime Picture Company at Sydney, is expected to be ready for cutting, editing and titling early in the winter.

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with
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We have several large samples on hand. Send for one. hang it in front of your present screen and get the surprise of your life.

SEEING IS BELIEVING

A WORD ABOUT REPAIR PARTS

We carry a very complete stock of Repair Parts for Motiograph, Power and Simplex machines. Genuine Repair Parts, the price of which is reasonable and the fit of which is guaranteed or your money refunded cheerfully.

Our Repair Department is fully equipped to take care of any repair job, large or small. The repairs are executed in the shortest possible time consistent with good workmanship, and our long experience on machines of all makes enables us to do the work exactly right at a minimum cost to you.

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OUR COMPLETE SUPPLY CATALOGUE WILL BE MAILED JAN. 1st. ARE YOU ON OUR LIST?

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**GUY
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POST**
in
**The
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Guy Bates Post actually outdoes himself in this picturization of his wonderful stage success.

Hailed by critics everywhere as a welcome addition to the screen, one which greatly increases the prestige of the Motion Picture and its right to be ranked with the arts.

"Wonderfully well done."
(S. Morgan-Powell,
Montreal Star)

Shea's Hippodrome
Toronto
Week Dec. 4th



**East
Is
West**
with
**CONSTANCE
TALMADGE**

A picture 100% better than anything Connie has ever done. You have a new Connie here and a better one by far.

"A triumph for First National."
(Wid's Film Daily)

Allen Theatre
Toronto
Week Dec. 4th



**PETER B.
KYNE'S**
**KINDRED
OF THE
DUST**

The story of Nan of the Sawdust Pile has been read by millions. Here is human interest, suspense and thrilling action in abundance.

R. A. Walsh presents Miriam Cooper in a picture which gives her an opportunity to prove herself an artist of high degree. She does it.

"I commend it."
(S. Morgan-Powell,
Montreal Star)

Pantages Theatre
Toronto
Week Dec. 4th

— Published by —

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27 Jarvis St. - Toronto, Canada

Vol. 14, No. 32

Dec. 2, 1922.

CANADIAN MOVING PICTURE DIGEST

You heard them all roar about
the knockouts they had for the
season of 1922-23--BUT WHO
DELIVERED THE GOODS?

This Trademark !



Proof of this on the back cover

TORONTO, CANADA,
DECEMBER 2nd, 1922.

This Means Some-
thing to you



Goldwyn Pictures

Goldwyn

Pictures



Goldwyn Pictures

This Means a Lot to
Your Patrons

hands you the goods

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Mammoth Flood Scenes
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A Cast of All Star Favorites



A PRODUCTION THAT SURPASSES ALL HIS MARVELOUS STAGE ACHIEVEMENTS

JOHN BARRYMORE *in*

"Sherlock Holmes"

HERE'S a SEASONABLE CLEAN-UP for the LIVE MANAGER

"Remembrance"

COMING "THE CHRISTIAN" - "BEN HUR" SOME of the BIG 20
POLA NEGRI *in* "SAPHO"

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V. Crichton	Opera House	Chapleau, Ont.
W. W. O. Fenety	Gaiety Theatre	Fredericton, N.B.
H. R. Walker	Royal Theatre	Dartmouth, N.S.
H. C. Benson	Fern Theatre	Ottawa, Ont.
Frederick Ernest	Empire Theatre	Hamilton, Ont.
J. Sperakos	Mount Royal Theatre	Montreal, Que.
Clara E. Burgess	The Playhouse	Hamilton, Ont.
Manager	New Empire Theatre	Timmins, Ont.
John Blohm	Bijou Theatre	Chesley, Ont.
Mrs. E. Lauder	Model Theatre	Goderich, Ont.
C. G. Markell	Palace Theatre	Cornwall, Ont.
C. T. Ross	Royal Theatre	Bowmanville, Ont.
Jno. Blanchet	Blanchet's Theatre	North Bay, Ont.
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Herbert Dixon	Lyric Theatre	Minnedosa, Man.

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Canadian Moving Picture Digest

27 Jarvis Street, Toronto

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Please address all communications to "Canadian Moving Picture Digest."

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Picturing sacred scenes of Japan

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A voyage across the Pacific

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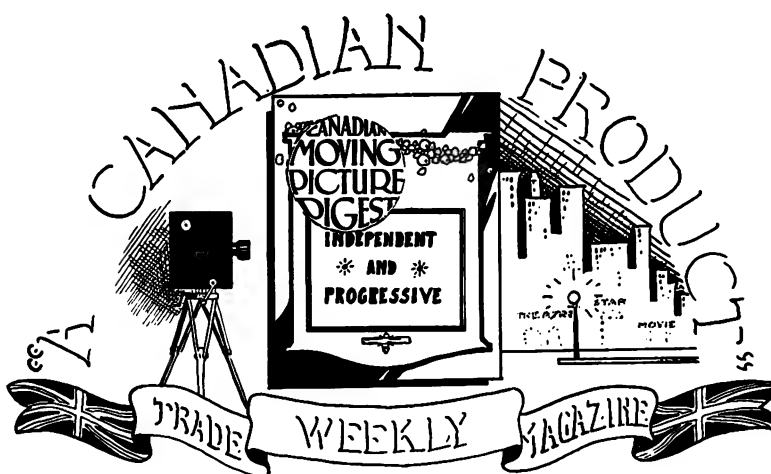
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"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

Subscription \$2.00
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The
**CANADIAN MOVING
PICTURE DIGEST**

Published Weekly by

**The Dominion Embossing
and Printing Company**

**27 JARVIS STREET,
TORONTO**

HARRY J. MANHEIM
Business Manager

VOL. 14, No. 32

TORONTO, CANADA

DECEMBER 2nd, 1922

TURNING THE OTHER CHEEK

TO criticize or not to criticize that is the question which confronts every publication which publishes advertising. Critics can be grouped into three classes. The critic who knows better, but being of a kindly disposition, hates to hurt anyone's feelings, including the advertiser. The critic who doesn't know any better, but has built up a following by being funny at the other fellow's expense; and the critic who judges in fairness to all those who may be affected by the criticism.

In our city there is a particular critic who delights in being funny at the other fellow's expense. His screen experience has been very limited, but he has managed to so impress our exchanges here, by the vitriolic power of his pen, that when he is inclined to give a good notice they prize this notice as an exclusive item of tremendous value; and by using it advertise the enemy.

The fact that this particular critic is the very best "little knocker" that we have and that his business appears to be a continual "knocking," does not influence our industry in regard to the advertisement they place with the paper with which he is connected. This fact would be commendable if the criticisms he gave were justifiable; and if his knowledge of Moving Pictures enabled him to say when a picture is good and when it is not.

If the value of a Moving Picture is to be gauged by its box-office appeal; and that is the opinion of the general exhibitor, our critic does not base his judgment accordingly.

Take for an example his criticism of Priscilla Dean in "Under Two Flags." He objects because Cigarette played by Priscilla Dean is the centre of interest and that the story ends with her death. If our critic has seen the stage production of "Under Two Flags" in which Blanche Bates starred, or any other stage production of "Under Two Flags" he will remember that Cigarette is the character which holds the attention, love and interest of the

audience; and that her death, which occurs when she brings the pardon for her loved corporal, ends the play. What becomes of the corporal or the other characters does not concern the audience. Cigarette has passed away, a glorious death has been hers; and the audience enjoys the tragedy of this ending.

Priscilla Dean is an ideal Cigarette. Having seen this character played by Blanche Bates, by every stock leading lady of importance, I feel justified in placing my opinion in antagonism to our critic of the press, who so warmly and discourteously comments upon the ability of Priscilla Dean.

Exhibitors know that this little star has always pleased their patrons; and being familiar with her work they know just about what they can expect from her in "Under Two Flags." I hope that they will not be influenced by the silly criticism which this particular paper published, nor by his other remarks in regard to Gloria Swanson and Mae Murray, when he commented on the atmospheric refinement of the Regent Theatre, and inferred that this made these particular stars out of place. You can judge this critic by this reference. A gentleman would not have been so ungallant, a critic of dignity and importance would have avoided such a remark even in a criticism of the pictures in which Gloria Swanson and Mae Murray appear. To select these two stars for a "nasty" bit of criticism, when discussing a subject removed from them, to virtually drag them into his criticism by the hair, just for the pleasure of saying something which the critic must know would hurt them personally, more than anything else he could say about their work, should give that organization with which these stars are associated plenty of scope for a protest. Any stand taken in this respect should receive the co-operation of the entire Canadian Industry, unless they have blood in their veins as cold as a fish; and are possessed of those qualities which enjoys being smitten even after they have "turned the other cheek."—RAY LEWIS.

"GO WEST YOUNG MAN, GO WEST" ADAGE PROVED BY MGR. GOLDING BELIEVES DIGEST KNOWS A FEATURE

Our thanks to Mgr. Golding of the Imperial Theatre, St. John, for not only quoting from 'The Digest' Editorial of Nov. 18th. "We Present The Four Seasons," in his advertisement, but for his confidence in our judgment.—Ed.

MGR. GOLDING, of the Imperial Theatre, St. John, has booked Vitagraph's "The Four Seasons." It is being co-featured with "A Glorious Fool." In presenting this subject to his patrons Mgr. Golding has conspicuously advertised the following, "The Four Seasons," Nature's Own Art Gallery and follows with: "The Digest, Toronto, Nov. 28th, says: "It is four months since "The Four Seasons" was released in Canada, but no first-run theatre has evidently had the vision to avail itself of presenting an attraction to its public, which would reflect glory upon the house in which

it was shown. There are no murders, or women beautifully gowned, no fictitious encounters, no triangles or quadrangles of love and all that goes under that heading. Beauty, entertainment, education, combined with such artistic mastery and fidelity to detail as to stamp "The Four Seasons" as an unique screen contribution, worthy to be preserved in the archives of a National Museum."

The advertisement concludes with two notes, one calling attention to the "Four Seasons" as follows: "No picture is too exclusive for our discriminate patrons," and the other announces that the show begins with "The Four Seasons."

"Go West Young Man" is not an idle adage. The spirit of the West is enterprising, big, sincere and adventurous. The vision of the West is progressive. We might say to some of our exhibitors, "Go West For Initiative."

This Means a Lot to You



Goldwyn Pictures



Helene Chadwick and Richard Dix
in "The Glorious Fool"



Goldwyn Pictures

It Will Mean a Lot to Your Patrons.

Pauline Garon of Assoc. First National, Fame Appears In "The Man From Glengarry"

Miss Pauline Garon, who has been appearing in "The Man From Glengarry," and "Glengarry School Days," productions under the management of Mr. Ernest Shipman, and produced by Ottawa Films, Ltd., has appeared in the opposite role to Richard Barthelmess in "Tol'ble David" and "Sonny," two Associated First National features. Miss Garon has recently been engaged by Cecil De Mille to take a prominent part in one of Paramount's forthcoming productions.

Ottawa Critics Praise Music and Picture Theatres

Two of the Ottawa, Ontario, moving picture theatres were commended for their music by the musical critics of local newspapers on November 4. Dr. Herbert Sanders, F.R.C.O., musical editor of the Ottawa Journal, boosted Manager J. C. Kennedy for having a twenty-piece orchestra in the Regent Theatre, this being a recent innovation. T. J. Palmer, in the Citizen, also praised the Centre Theatre for its attention to music, Frederick Brown, and a twelve man orchestra being a feature at the Centre. Both critics declared that they had gone to the theatres to hear the music and not to see the pictures.

One BUTTERKIST Electric Popcorn and Peanut Vending Machine. Has been used less than two years, and recently thoroughly overhauled. Is in excellent condition. Practically automatic in operation and is run entirely by electricity. Owner's reason for selling is that he has sold his theatre and is not in business. This machine is a source of large profits with little attention. Full instructions included. Original cost, \$1,125.00. No reasonable offer refused. — The Coleman Electric Co., 21 Dundas St. East, Toronto, Ont.

Mgr. Garr Repurchases Theatre From Allen

The National Theatre, Yonge St., Toronto, purchased by Sol Allen, brother to Messrs. Jule and J. J. Allen, has been purchased back by Mgr. S. Garr, who reports that this theatre was always good for excellent business and is still as good as ever. The People's Theatre, Queen St., Toronto, formerly owned by S. Gang, has also been purchased by Mgr. Garr, who has introduced a tabloid musical comedy in addition to pictures, most successfully.

Toronto Bowling League Has Tie For First

The score of the Toronto Moving Picture Bowling League registers a number of ties. Capitol Theatres and Famous Lasky Exchange, 13 wins and 8 lost games, tie for first. Paramount Theatres and Allen Theatres run second with 12 wins and 9 losses. Famous Players Film Service and Vitagraph have third place, 11 wins, 10 losses, while Regal and Fox run fourth, six wins and fifteen losses. The game Dec. 21st will carry with it Turkey and Geese prizes. Get your right arm ready.

Dominion, Ottawa, Ont., Not To Be Rebuilt

The Dominion Theatre, Ottawa, Ontario, which was destroyed by fire some little time ago, is not to be rebuilt, according to an announcement just made by the owners, Grant Davidson and A. E. Dymont of Toronto. In place of the theatre, which formerly presented pictures and Keith vaudeville, a hotel structure is to be built as an addition to the adjacent Cecil Hotel, the new addition to have 235 rooms.

Xmas will bring The Xmas Number of The Digest "Better than Ever."

Have You Subscribed?

\$2.00 Per Year — 52 Copies

Original from
NEW YORK PUBLIC LIBRARY

GOLDWYN REPRESENTATIVE STUNT RIVALS BARNUM SHOWMANSHIP

HERE'S a stunt introduced by Bill Stewart of Goldwyn exploitation department on "Sherlock Holmes," which rivals the stunts of Barnum, the greatest showman.

The Grand Opera House, Peterboro, playing "Sherlock Holmes," purchased a string of pearls in a case for a dollar and a half, inducing a jeweller to put on an expensive string in his window with a suggestion of pearls as an appropriate Xmas gift. A card announced that these pearls are an exact duplicate of the Lady Lansdowne Pearls stolen at a society ball in London and recovered by "Sherlock Holmes."

The top department of a large departmental store places a card in their window announcing "Sherlock Holmes informs us that Moriarity, Europe's Master-Crook visited our toy department, while in the possession of the stolen Lansdowne pearls, why don't you?"

A Cafe had a card reading, "Sherlock Holmes informs us that Moriarity lunched here."

A map of the streets was published in a local newspaper showing the route taken by Moriarity with captions, "Started here," "Looked in Window Here," "Visited Toy Dept.," "Lunched Here," and citizens were asked to find the pearls and return to Sherlock Holmes at the Grand. Cards in four styles were made with arrows pointing direction and "Sherlock Holmes" says—Warm, on the trail of the Lansdowne Pearls. Hot-Hotter—Stop—Look—Here:" Each card gave the name of the theatre and the play date. The pearls were hung upon a telegraph pole near the Opera House. The reward for finding the pearls was "Keep the pearls and here's a couple of seats for your trouble." The whole town turned out for the Pearl Hunt. Total expense, \$7.50. Result, capacity audiences. Does exploitation pay? Try it.

DIRECTORS OF CANADIAN FEATURES PRODUCING COMPANY WELL-KNOWN

THE DIRECTORS of the Canadian Feature and Production Co., Limited, are men well-known in drama, finance and film circles. Mr. Roy Mitchell was for several years director of Hart House, a theatre operated under the patronage and in association with the University of Toronto. Mr. Mitchell has also been associated with Mr. Miller, actor-manager of international fame, and with several other prominent theatrical organizations, in the capacity of director.

Mr. John L. Hunter is well-known in Toronto, through his association as General Manager of Associated Producers. Mr. Hunter is manager of the distribution department of the

American Releasing Corporation, New York.

Mr. John A. Martin is well-known in financial circles, having promoted various business enterprises most successfully. Mr. W. H. Parker and Mr. Arthur Hawkes are the other directors. The head office of this organization is in Toronto. "Ten Nights in a Bar-room," released by this company probably played more theatres in Canada than any feature released during the last two years. Another successful release is "The Cossack Whip" and their latest production is "The Proof of Innocence," heralded as a Canadian-made feature.

One Luxfer Prism Co. Ticket Chopper, slightly used, in first-class working condition. Mahogany imitation finish. What offers? The Coleman Electric Co., 21 Dundas St. East, Toronto, Ont.

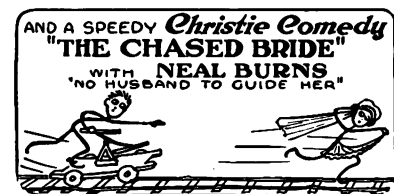
"The Strand" Centre Of the Mutual Wheel

"The Strand" Theatre, Toronto, it is reported is to be the centre for the operation of the Mutual circuit of theatres in Canada.



"Human Hearts" Exploitation Creates Big Interest Engagement Griffin, Belleville

Mr. Wilkes of Universal exploitation department has arranged some convincing exploitation for the presentation of "Human Hearts" at the Griffin Theatre, Belleville, Ont. Mgr. Forhan co-operating with Universal's representative has managed to secure for his attraction a wide-spread publicity, which will ensure a packed house the first night. "Human Hearts" will do the rest for the remainder of the engagement. Among the tie-ups the Woolworth store introduced "Human Heart Kisses." The book stores displayed the story in book form, while the music stores presented the song. A local newspaper conducted a contest asking their readers to write in an account of what they consider "The Kindest Act." The incident can be one that they have heard of, or one in which they participated. Prizes, fifteen, ten and five dollars. In addition to this, the story of "Human Hearts" will be run as a serial in a local newspaper.



Harry Price Reports Maritime Ripe For Business

Harry Price, Eastern Canada representative of Stephenson's Attractions, has been in Montreal and the Maritime Provinces where he has been superintending the release of "Only a Shop Girl," "More to Be Pitied," and "The Woman in Chains." He stated on passing through here that conditions seem to be ripe in the Maritime Provinces for a big revival of business generally next year.

Xmas Eve Supper To Be Celebrated Picture Fraternity, Montreal

An interesting instance showing how moving picture theatres exhibitors and exchange men get together is shown by the Christmas Eve supper and Ball to be held at Ciro's, Montreal, invitations to which are now going forward. The affair is under the personal supervision of H. M. Hooper, the new manager of Ciro's, and Geo. Rotzky, of the Allen, and Maurice Davis, are in a sense honorary presidents of the function. It is understood there will be orchestral and vaudeville turns from the local theatres present to lend eclat to the dance.

"THE PROOF OF INNOCENCE"

CANADIAN SPONSORS AND CAPITAL

THE Proof of Innocence", produced by Canadian Feature and Production Company, of which Roy Mitchell is president and John A. Martin general manager, is meeting with pronounced success in theatres throughout the Country. One of the few pictures, if not the first, to be sponsored by Canadians and backed by Canadian capital, "The Proof of Innocence" is also proof of the skill and artistry of its producers in creating an offering which is a box-office success. Louise Du Pre is the featured player in a cast of uniform excellence and enhances her reputation as one of the most beautiful girls on the screen. Her ability as an actress is all the more marked because of her qualifications as a beauty. With but one of these assets she would be an addition to any picture. With both she is a sure-fire magnet. The story is an ingenious one, beginning in New York's famed Greenwich Village section where Miss Du Pre is seen as a waif of the studios seeking out a

precarious living as a model for impecunious artists. It is *not* a child story, but in it Miss Du Pre displays her remarkable artistry, first in playing the part of a child of twelve, and later that of a fascinating, resourceful young woman—in both of which she is amazingly clever. A sudden turn of fortune places her in the environment of high society where she becomes involved in a complicated mystery such as Sherlock Holmes himself might have been called upon to solve. Just how this mystery is cleared up constitutes the big surprise of the picture and is warranted to keep sophisticated audiences guessing until the last moment.

Lavish settings, admirable acting, a plausible though perplexing story—the producers have employed these tried and true elements in creating a picture which has pleased the most exacting clientele wherever it has been shown. "The Proof of Innocence" is distributed in Canada by Canadian Releasing Corporation, Ltd.

ing off on a houseboat in "Ocean Swells."

The title of the picture is quite apropos, since most of the business of the plot is done by Burns in a taxicab, on a handcar and on a stray switch engine trying to keep up with his bride, who is about to be forced into marrying somebody else. "The Chased Bride" is the first Christie Comedy this season which is written around a wedding. Christie used to be the most noted producer of wedding and married-life themes, but this year he has been giving us a little different type of comedy, including some fine satires and costumes play comedies.

C. J. Appel Managing Exploitation Assoc. First National at Toronto.

Mr. C. J. Appel, who needs no introduction to the Toronto Industry has taken over the management of the exploitation department of the Associated First National, Toronto. Mr. Appel being for the past five years an exhibitor, should be in a position to know, rather accurately, just what exhibitors need in co-operation. Formerly with Allen Theatres, Limited, Mr. Appel took over the management of the Lyric, Kitchener, where he successfully put over an exploitation campaign with two Universal features, which established a precedent.

"LORNA DOONE" HAILED MASTERPIECE HAS ENGLISH SCENES MAGNIFICENT

MAURICE TOURNEUR is said to have excelled himself in "Lorna Doone". The story of "Lorna Doone" is among the world's most enthralling romances. Written in 1869 by R. D. Blackmore, "Lorna Doone" has been read by each succeeding generation.

Peasants, outlaws, courtiers clad in silk, knights, noblemen and fair ladies of high degree move across its scenes in an atmosphere of vivid realism. Ceremonials of the royal court involving thousands of participants; mighty conflicts which occur when John, the humble hero, rescues the highborn maid, Lorna, from the outlaw Doones; other bloody battles

when the enflamed country-side attacks the stronghold of the noble but banished Sir Ensor Doone, and court and baptism scenes in London are some of the outstanding features of this masterpiece.

More than a thousand men took part in the big battle scenes before the Doone gates, the scenes were "shot" by six cameramen under the direction of Henry Sharp, first cameraman of the Ince forces. Madge Bellamy, as the heroine, is supported by a brilliant cast headed by John Bowers, in the role of the hero; Frank Keenan, as the patrician exile, Sir Ensor Doone, and Donald MacDonald as the swashbuckling gentleman brigand Carver.

"The Man From Glengarry" Booked by Harry Brouse Imperial Theatre, Ottawa

The first important presentation of "The Man From Glengarry", the Canadian feature just completed by Ottawa Film Productions, Limited, Ottawa, Ontario, is scheduled to take place at the Imperial Theatre, Ottawa, Ontario. Harry Brouse, owner of the theatre and also prominent in First National circles, has booked the Ralph Connor story for two weeks. Many local people either took part in the production or made investments in the producing company.

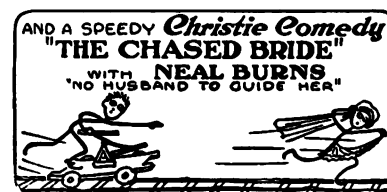
Quebec Has Surplus.

A surplus of \$5,033,419.45 for the fiscal year ending June 30, 1922, and an estimated surplus of \$557,908.75 for the year ending June 30th, 1923, were announced by Hon. Jacob Nicol, the Quebec provincial treasurer, when he delivered his budget speech at the meeting of the provincial legislative assembly.

"The Chased Bride"

New Christie Comedy

THE Chased Bride," the Christie Comedy on Educational's release list for the first week of December, is a comedy of regular human beings, with Neal Burns getting down to every day affairs again after galloping around the desert in comedy vein in "That Son of a Sheik" and then cool-



HUGO RIESENFELD THANKS RIALTO FOR VITAGRAPH'S "THE FOUR SEASONS"

My Dear Mr. Urban:

I feel that I owe you more than a mere price or mere thanks for your picture "The Four Seasons" which I showed at the Rialto Theatre last week.

As a nature feature it is unique. It is beautiful, instructive and above all, intensely interesting. With proper music it becomes an illustrated poem, with an appeal to all classes—high-brow and lowbrow.

Don't let anybody persuade you to make the picture any shorter or to run it in four sections. Friends tried to persuade me to break it up. The audience really loved it—applauded when it was shown, spoke of it on leaving the theatre.

Yours very sincerely,

Hugo Riesenfeld,

Managing Director.

"Queen of the Moulin Rouge" Reviewed by Montreal Star

A SCREEN version of the stage play, "Queen of the Moulin Rouge," is the principal film at the Strand. It is the love story of a modern youth in an old-world setting; the story of a young woman's sacrifice of the world's respect so that her sweetheart might rise to fame and fortune. Adapted and produced by Ray C. Smallwood, it abounds in thrills and holds the spectator's interest by the charm of its settings and the swiftness of its action. An old music master, in seeking to inject feeling into the playing of a pupil who lacks only this to be a genius, seizes upon the love of a pure young girl to prevail upon her to dance in the notorious Moulin Rouge (of Paris) ostensibly to help pay for the youth's lessons. His real purpose is to betray her, that the broken faith of the youth, who believes the girl good, might bring rancor to his heart and thus by suffering awaken his soul. And so he barter the good name of a young woman and makes her a victim of his selfish desire to give the world another genius. The portrayals of the principal characters by Martha Mansfield, Joseph Striker, Henry Harmon and Fred Jones reflect great skill.—*Montreal Daily Star.*

"Don't Shoot" at Strand, Reviewed Montreal Star

Dealing with the reformation of a crook against overwhelming odds, "Don't Shoot," at the Strand Theatre, while not possessing any features different from the usual run of crook stories on the screen, is yet interesting and entertaining. Herbert Rawlinson who plays the leading role, does much to add to this interest for not only does he possess a pleasing personality, but he also leads a certain distinction to his characterization that is convincing.

The story, which is by George Bronson Howard, illustrates the fact that it is generally former accomplices in crime who strive to bring the reformed crook back to the gang. In "Don't Shoot" the leading power against the young crook is a political boss who has employed his previously for his crooked deals. When he finds that he can no longer avail himself of the service of the ex-crook, he tries to put him behind bars where he will, at least, not interfere with his plans. How the ex-crook defeats the political boss, and eventually wins the love of the one girl he cared for, provides a pleasing ending to the tale. Edna Murphy makes an appealing heroine.

"A Good Scout"

Next Mermaid Comedy

The next Mermaid comedy, listed for release late in December by Educational, features Jimmie Adams, in a story about life in a Boy Scout camp. The picture is called "A Good Scout." From the moment the picture opens with the family parrot getting an eye full of grape fruit juice until it closes with Jimmie and his sweetheart making love amid a swarm of bees, Adams has put enough action into this two-reel fun subject to satisfy the most vigorous of Scouts.

Virginia Warwick, beauty contest winner and one of the youngest of all screen comedy leading ladies, has the principal feminine role with Adams, who is also supported by a cast including Kalla Pasha, the "Terrible Turk," Cliff Bowers and other well known comedians. A large number of animals have been used to add to the fun. They include dogs, a bear, an alligator, a goat, a pig, a burro, and a calf. And then of course, there is the parrot.

Three First Runs

Associated First National, Allen, Pantages, Shea's

The Associated First National continue to keep up their record of First Runs. The week of Dec. 4th, they will have "East is West" at the Allen's Richmond; "The Masquerader" at Shea's Hippodrome, and "Kindred of the Dust," at Pantages. The miracle of the first run is not in getting it, but in having the product which keeps on commanding this distinction.

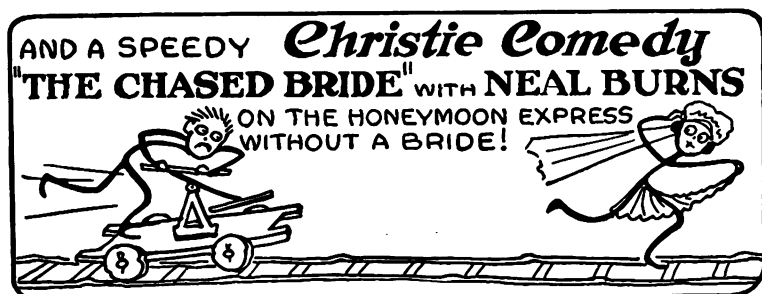
"Brothers Under The Skin" To Play Allen, Montreal

Two Goldwyn features, "Brothers Under the Skin" and "The Sin Flood" will play the Allen theatres shortly. The first is booked for Allen, Montreal, week of Dec. 17th; while "The Sin Flood" which finished a week's engagement at the Allen, Toronto, this week, plays Allen, Winnipeg, the week of Dec. 25th.

Manager Starkman Has Vermont, Bathurst, Toronto

Manager Starkman, formerly manager of the Moss Park purchased the Vermont Theatre, Bathurst St., Toronto, from Manager Pringle, who opened a new theatre, Kenwood, on Bloor St., Toronto. Manager Pringle's other theatre, the Photodrome was being operated on a rental basis, the lease expiring, the owner Mr. MacMillan endeavored to manage the house himself, however, the experiment was a short one and now Manager W. Reeves is in charge.

Original from



A CLOSEUP OF JACK LONDON

By ART SCHMIDT

Jack London's career was the most striking of any short story writer that ever lived! Here are a few of his "accomplishments:"

Rancher
Rover of the South Seas
Miner of the Far North
International Hobo
Lecturer
War Correspondent
Denizen of the Underworld

Truly a man who knew life! Every phase of it!

In spite of the fact that he had very little schooling, he wrote, all told, 33 volumes during 16 years devoted to literature.

He is recognized as the most popular serial writer ever exploited by the *Cosmopolitan Magazine*.

Most of London's short stories grew out of his OWN adventures and set forth the fierce struggle of men in their greed for gold, their hardships and grief in the grim conflict between man and nature.

Life to London was something of riotous delight and interest, and it was a trait of his nature to share his joys with others. He was a man of untiring energy and possessed an amazing capacity for work.

He endeavored to project his own colorful personality into his writings, and that he succeeded is attested to by his millions of readers. He wrote most successfully when he reproduced life as he understood it, as he saw it and as he felt it.

THE FISH PATROL SERIES typify the true LONDON spirit. In this engaging collection of talks he has made himself the central figure. THESE STORIES FORM A CHAPTER OF HIS OWN EARLY LIFE WHEN HE WAS SEEKING ADVENTURE ABOUT SAN FRANCISCO BAY.

EACH ONE HAS ALREADY BEEN READ IN EVERY KNOWN LANGUAGE OF THE WORLD. LONDON HIMSELF CHOSE THE FISH PATROL SERIES AS THE FAVORITE OF ALL HIS WRITINGS. EVERY JACK LONDON ADMIRER WILL WANT TO SEE THE FISH PATROL SERIES IN PICTURES. EVERY THEATRE THAT BOOKS THE SERIES WILL PUT LONDON'S NAME IN ELECTRIC LIGHTS. THEY WILL CLEAN UP. THEY WILL FEATURE THE FISH PATROL ALONG WITH THE FIVE-REELER.

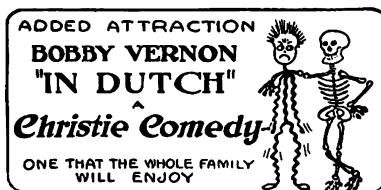
YOU SELL THEM JACK LONDON! THRU UNIVERSAL.

Capt. Frank Goodale Speaks "Marriages As Aid To Citizenship"

Capt. Frank Goodale, manager of Loew's Ottawa Theatre, appeared before the Lions' Club of Ottawa, at its regular weekly luncheon and gave a talk on the subject of "Marriage as an Aid to Citizenship." Both speeches were brilliant and received good attention in local newspapers.

Majesty's Theatre Successful With Pictures & Vaudeville

Arthur St. Germain who recently took over His Majesty's Theatre, Sherbrooke, Que., is playing to big business with his successful innovation, for this city, of part vaudeville and picture show.



Many Fox Features To Be Shown in Montreal

Fox Films Corporation announce some special release to be shown in Montreal in the next two months of which "Without Compromise" will appear at the Imperial whilst a further Lupino Lane comedy, "The Pirate" will be shown at the Capitol. Tom Mix in "Arabia" will be featured also at the Imperial. "Monte Cristo" and "Nero" are super-specials that will likely be showing here early in the New Year.

Robert E. Sherwood Writes of First National's Greatest Effort In "Life"

"Oliver Twist" is "one of the few really great pictures of this or any other year," in the estimation of Robert E. Sherwood, motion picture critic of *Life*.

"'Oliver Twist' is not a disappointment," he writes. "Frank Lloyd, who directed it, and Jackie Coogan, the star, have lived up to the rather formidable traditions which Dickens' story has imposed upon them, and they have created a photoplay which is faithful to its original and, at the same time, valuable as a motion picture.

"I have heard people object to Jackie Coogan as Oliver on the ground that he is too young. But this is a silly criticism. It is founded on the popular misconception of Oliver provided by previous dramatizations of the novel, in which the part has always been played by mature ladies.

"Anyone who doubts that Jackie Coogan is competent to play Oliver Twist will do well to see the picture. For this child is incredible. There is not one false note in his entire performance—not one moment when he steps out of his part and becomes a cute, movie kid doing cute, movie tricks.

"Jackie Coogan is an artist (I think I have said that before), not because he possesses the power of mimicry, or because he can behave just as the director tells him, but because he possesses that power of appreciation which is only present in a born actor. He can feel the character which he is called upon to create. It is not a mechanical process, by any manner of means, but an inbred sense. In this respect an actor is an artist.

"Aside from his splendid direction in 'Oliver Twist,' Frank Lloyd has distinguished himself for his intelligent adaptation of the story. He has seen to it that Charles Dickens was not lost in the shuffle. The dramatic sequence has been so well arranged that no part of the eight reels is permitted to lag, and none of the story's vitality has been weakened by insipid treatment.

"The cast which Mr. Lloyd has selected is generally good, the particularly bright spots being furnished by Gladys Brockwell, Lionel Belmore and Lewis Sargent.

"All in all, 'Oliver Twist' is a distinct credit to the movies. It is one of the few really great pictures of this or any other year."

Original from

CANADIAN UNIVERSAL SIGN CONTRACT DISTRIBUTE PRODUCT MADE IN CANADA

MR. CLAIRE HAGUE, General Manager of the Canadian Universal Film Company has just signed up another contract for the distribution of the Kinogram Travelogues for the coming season. This is the third of this series produced in Canada, which has been distributed through Universal. Negotiations were held up on these subjects until they were screened, due to the fact that the Universal's policy is to supply the exhibitors with subjects which will please their patrons and help build up the box office receipts. The Officials of the Company after viewing these subjects had no hesitancy in signing up for the distribution of same on account of their entertainment quality and interest.

By referring to the advertisement contained in this issue of this magazine you will see a list of the subjects with captions below giving an idea of what is contained in same. Exhibitors who have played the first two series will make no mistake by booking the third, which contains subjects of diversified interest and novelty. Incidentally those exhibitors who are un-

familiar with Kinogram Travelogues will find in this third series of single reel features a valuable addition to their programme.

There will be thirteen releases in this group. Eight of the subjects have already been completed and the editing of the negatives of the remainder of the series is in progress.

The titles of the subject have an unusual appeal. For instance, David Thompson, Pathfinder. Canada is, today, discovering the greatness of David Thompson, a poor and obscure geographer for the Hudson Bay Company a century ago. He was the first to map the western reaches of the continent; and the first to trace Columbia river from source to outlet. The picture tells his story, depicting his adventures and the great Indian pageant held in his honor on the shore of Lake Windemere. The villages of St. Anne de Bellevue and Longueuil figure in the story.

The other subjects are equally illuminating from a historical angle, and lend themselves to the screen for their pictorial advantages and entertainment quality.

WINNIPEG FREE PRESS DRAMATIC CRITIC GIVES "KINDRED OF THE DUST" HIGH PRAISE

THIS is what he says: Gripping drama, produced by a masterhand and enacted by a capable cast; that is "Kindred of the Dust," from the famous novel by Peter B. Kyne, whose readers are numbered in the hundreds of thousands. It started a run at the Allen theatre yesterday. Seldom have I beheld a picture which is so grippingly effective, thanks to the skill of the author and the producer. The suspense which is developed at the start of the tale is carried without diminution throughout the six reels, and the gathering momentum results in a climax which literally brings one out of his seat. Especially noteworthy are the spectacular incidents of the story, such as the scene on the log jam. The danger of the two actors is so real that one leans forward in the seat, fearing that one or both will slip through the logs and be drowned. Throughout the tale there is a romance which has a particular appeal, with Miriam Cooper as "Nan of the

Sawdust Pile," and Ralph Graves as Donald McKaye, playing the part of the lovers. If you love romance, adventure and thrills, "Kindred of the Dust" will supply your entertainment. —J. J. C.

Incidentally we might mention that "Kindred of the Dust" is one of First National's first runs in Toronto the week commencing December 4th, playing Pantages. The other two are "The Masquerader," playing Shea's Hippodrome, and "East is West" playing Allen's downtown, which play the same week.

No Labor Troubles To Worry Ottawa Theatres

The possibility of any theatre labor troubles in Ottawa, Ontario, this season has been finally settled by the signing of new agreements, which provide for the same wage scales as were in force last year. The new agreements have a clause which provides for the minimum number of men to be employed in orchestras, etc. This clause was not in effect last season but it is once more in force, this being considered a concession that has been gained by the theatre employees.

Mgr. Kennedy, Allen's Regent, Ottawa, Announces Advance In Theatre Admission

In view of various conditions affecting the moving picture theatre business during the past year or more, it is somewhat astonishing to note that admission prices for Allen's Regent Theatre, Ottawa, Ontario, have been permanently advanced. Manager J. C. Kennedy of the Regent has announced a new scale which ranges up to fifty cents as the evening price for an orchestra seat, tax included. This is ten cents higher than the previous orchestra floor rate. Along with the advance in admission prices at this house, however, came an increase in the size of the regular orchestra to fifteen pieces with a weekly symphony concert each Monday evening by an augmented orchestra of twenty-two musicians. The Ottawa Regent has always been considered one of the best houses on the Allen chain.

Fox News Representative Returns Arctic Expedition

George H. Valiquette, Fox news representative in the Ottawa district, returned recently to the Canadian Capital after having served as official cinematographer with the Canadian Government's Arctic Expedition, 1922. Valiquette is a member of the Canadian Cinema Art Society.



Theatres In The Smaller Cities

Have but few transient customers.

The exhibitor in the small town must depend entirely on the home folk for his business.

It isn't enough that Mother, Dad and the children spend an occasional enjoyable evening at your theatre. You must give them attractions that will stir them up, rouse their enthusiasm, and bring them back again and again, bringing other people with them, too.

Stir them up! Make them anxious for more! And you'll have them coming often! You'll be building business with new patrons.

Wake up the Stay-at-Homes by showing such splendidly selected Big Pictures—at prices you can't afford to ignore—as those starring

GEORGE ARLISS

One of America's foremost screen and stage actors in his inimitable, incomparable portrayals in

***"The Man Who Played God"*
"The Ruling Passion"
*"Disraeli"***

George Arliss is a real Business Builder!

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WINNIPEG, CANADA

People's Theatre, Toronto, Transferred to S. Garr

Samuel Garr, formerly manager of National Theatre, Toronto, has taken over the People's Theatre from Mr. A. A. Shubin.

G. W. Kerr Goes St. John, N.B. Famous-Lasky Branch

G. W. Kerr, formerly manager for Anglo-Canadian Picture Plays, has gone to St. John, N.B., as office manager of the Famous-Lasky branch in that city.

"One Exciting Night" Dedicated to Charles Dickens

D. W. Griffith possibly may be setting a new precedent in the motion picture world by dedicating his latest feature production, "One Exciting Night", to Charles Dickens. This new Griffith picture had its New York showing at the Appolo Theatre October 23rd. In many of his public addresses Mr. Griffith has said that the motion picture owes more to Charles Dickens than any other one man. The humanity, the sentiment, the vivid characterizations and the entertainment value of Dickens' stories have always been pointed out by Mr. Griffith as furnishing text-book material for motion picture directors. In making his dedication, Mr. Griffith says:—

"We respectfully dedicate this film to Charles Dickens, the master storyteller, from a humble admirer."

A 300 Per Cent. Picture Arliss "The Ruling Passion"

There is only one thing to say about George Arliss in "The Ruling Passion" "wrote Robert J. Hock, of the Central Theatre, Goshen, New York, after he had shown this United Artists release. And he went on to say, "Every theatre should book it. George Arliss is 100 per cent; his cast is 100 per cent; his picture is 100 per cent. Total 300 per cent. We wish to say for United Artists that their price was fair, their print excellent."

Lobby Exploitation "A Tailor Made Man"

When Elsmorth Hammer, Manager of the Stand Theatre, Lansing, Mich., booked Charles Ray's "A Tailored Made Man", a United Artists release, he went out after box-office business with a specially designed lobby display. The display was worked in conjunction with one of the leading tailors of the city, whose name was splashed across the glass in a big frame in the lobby. Before this frame stood a dummy figure dressed in the style of 1850, while at the other side stood a fantastically dressed figure, representing a possible style of 1950. In the center between these two figures sat another dressed as Charles Ray in the most modish of predicted 1923 styles for men. Nearby was a big card announcing "Sunday, Charles Ray in "A Tailored Made Man."

The Victoryscope picture theatre in Notre Dame de Grace, Montreal, has been sold to A. Blanchard by the former proprietor, J. Astaphan.

Let your patrons in for a pleasant surprise —

This is the girl who will give it to them
in a picture MADE IN CANADA—

Romance, drama,
mystery, heart-in-
terest, action, thrills,
suspense — and a
wholesome surprise
are things well
worth offering to
your patrons.

Especially the sur-
prise—for surprises
do not come very
often.



We can hardly re-
frain from telling
you that the start-
ling ending of the
story is not the sur-
prise we have had
in mind—but rather
the surprise your
patrons will experi-
ence when Miss
Dupre flashes on
the screen.

There's a reason.

Canadian Feature and Production Co., Limited

PRESENTS

“THE PROOF OF INNOCENCE”

WITH

LOUISE DUPRE

SUPERVISED BY

ROY MITCHELL AND JOHN A. MARTIN



J. P. O'LOUGHLIN,

Managing Director

TORONTO, ONT.

MONTREAL, QUE.

ST. JOHN, N.B.

WINNIPEG, MAN.

CALGARY, ALTA.

VANCOUVER, B.C.

MGR. B. BAILEY THANKS THE DIGEST SUGGESTION TO INTRODUCE SHORT SUBJECTS EDUCATIONAL PROGRAMME REGISTERS HIT

MANAGER "BILL" BAILEY is profuse in his thanks to the Digest for the suggestion contained in the Editorial of Oct. 21st, "What Constitutes a Feature?" This editorial emphasized the importance of quality against quantity; and pointed out the fact that a short subject bill, properly presented and exploited should prove advantageous to the exhibitors who have the foresight to experiment. Accordingly, Mgr. Bailey, of the experimental kind, and having a vision which responds to a "live idea" without the necessity of undue pressure, introduced a Short Subject Bill of Educational Features at his theatre, with such success that it exceeded even his most optimistic expectations. The opening night was as big as his biggest openings on the best features. Mgr. Bailey, is an excellent picker, being among the exhibitors who buy what they think is good, irrespective of the salesmanship quality of the salesman, and attractions which play the representative theatres in Toronto are played at the Cum Bac Theatre also. The second night was also good, while Saturday witnessed a "turnaway" house. Saturday matinee exceeded the receipts of the best matinee which the Cum Bac has enjoyed. Chaplin's "Shoulder Arms" had held the record, but the Educational Short Subject Programme, has taken the laurel wreath away from the record established by Chaplin. Saturday night prices were slightly raised but this did not deter patrons from endeavoring to get in. Many were turned away.



In interviewing Mgr. Bailey in regard to the Educational novelty bill, Mr. Bailey stated, "I presented this programme with as much attention to exploitation and presentation as I expend on my most important attractions, the Educational Exchange gave me their fullest co-operation. After the opening I did not seek out my patrons inquiring whether they enjoyed the bill, for I wanted the idea to go through an acid test. Hundreds of my patrons during the three day's engagement came to me voluntarily, expressing admiration and pleasure for the programme I had furnished

them. I am ready to repeat the experiment, which is good for every exhibitor's theatre, once every two months. I am among the first who will follow this policy. A very wise showman said, 'Bill, it can't be done,' I proved that not only could it be done, but it could be done with much profit; and incidentally I took fifty dollars away from this same showman on the bet I registered with him that the idea was profitable and good." The cut below is after a one-sheet which represented the programme.

Following the opening night, a slight change was introduced, which fitted in most apropos with the rest of the bill. The Screen Snapshots introduced President Hammonds, of Educational as the originator of Quality Short Subjects and responsible for the precedent which established quality in Short Length Subjects generally. Read the reviews of the programme in the coming issue.

THE CUM BAC Theatre

PRESENTS

'THE MOVIE FOLLIES'

'THE AVENGER'

A Complete Story of the R. N. W. M. Police, with
IRVING CUMMINGS AND ALL STAR CAST

LYMAN H. 'HODGE PODGE' HOWE'S

'MAN vs. BEAST' Direct from the Heart of Darkest Africa

Here's Fifty 'LOOK OUT BELOW' Laughs for You

'ONE OL' CAT' Did you ever play it? Then see this

EXTRA ATTRACTION

Archie's Jazz Orchestra Band
IT'S NEW IT'S ORIGINAL IT'S DIFFERENT

PREMIER PRESENTATION IN CANADA

Thu.-Fri.-Sat.-Nov. 30, Dec. 1 & 2

No Advance in Prices

Regular Admission

Mgr. W. Bailey, Cum-Bac Theatre.

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Special Carbons—noth-
ing more. Silent, steady,
brilliant light without
extra equipment

CANADIAN MADE FOR CANADIAN TRADE

Write for information
CANADIAN NATIONAL CARBON CO.
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Toronto, Canada

Jackie Coogan
in
TROUBLE

Norma Talmadge
in
THE ETERNAL FLAME

Constance Talmadge
in
EAST IS WEST

Richard Barthelmess
in
THE BOND BOY

Guy Bates Post
in
THE MASQUERADER

**EACH A FIRST RUN IN
TORONTO'S FINEST
THEATRES**

"The Thing He's Talking About Is Worth Talking About"

ROBERT E. WELSH
Editor, Moving Picture World

*We don't care whose pictures you are
showing, or what pictures you are showing*

TRY TO SHOUT THESE DOWN!

Thos. H. Ince's
LORNA DOONE
with
Madge Bellamy

R. A. Walsh's
KINDRED of the DUST

Mack Sennett's
SUZANNA

Norma Talmadge
in
THE VOICE from the MINARET

Milton Sills
in
SKIN DEEP

Guy Bates Post
in
OMAR THE TENTMAKER

Marshall Neilan's
MINNIE

Strongheart
in
BRAWN of the NORTH

**TRY—TRY TO SHOUT
THOSE DOWN!**



NOW LEADING THE FIELD

That's why ROBERT E. WELSH says

"The Thing He's Talking About Is Worth Talking About"

CANADIAN MOVING PICTURE DIGEST



**The Trade Mark That
ACTUALLY DELIVERED THE GOODS**

When, after pre-release screenings, and following first runs in the City of Toronto, we hear praise and congratulations from the exhibitors,— it is then that we know—

WE DELIVERED THE GOODS

TORONTO, CANADA,
DECEMBER 9th, 1922.

This Means



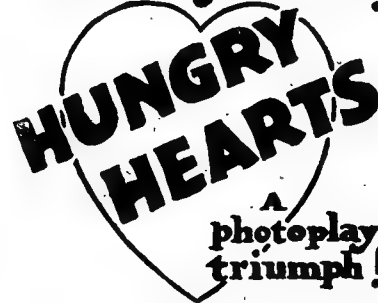
Goldwyn Pictures
Something to You

Picture Fans are Hungering

for REAL PRODUCTIONS

Satisfy their Hunger

Put it on your list!



OPENING IN
TORONTO

at the

ALLEN

(Downtown)

THEATRE

MONDAY

DEC. 18

with

Bryant
Washburn



Goldwyn
presents

HUNGRY HEARTS

by Anzia Yezierska

directed by E. Mason Hopper additional titles by Montague Glass
A Goldwyn Picture

See It By
All Means

YOU'LL BE GLAD
TO BOOK IT!



It Means a Lot



Goldwyn Pictures
to Your Patrons

Another of the Big Twenty

"A Goldwyn played is a profit made"

FAMOUS PLAYERS FILM SERVICE LTD.

TORONTO

MONTREAL

ST. JOHN

WINNIPEG

CALGARY

VANCOUVER

The Effect of "NOTORIETY"

SUPREME FILM COMPANY

OF CALIFORNIA, Inc.

L. Lawrence Weber & Bobby North,
1600 Broadway,
New York.

November 14, 1922.

Attention: Mr. Sam Sax,
National Sales Manager.

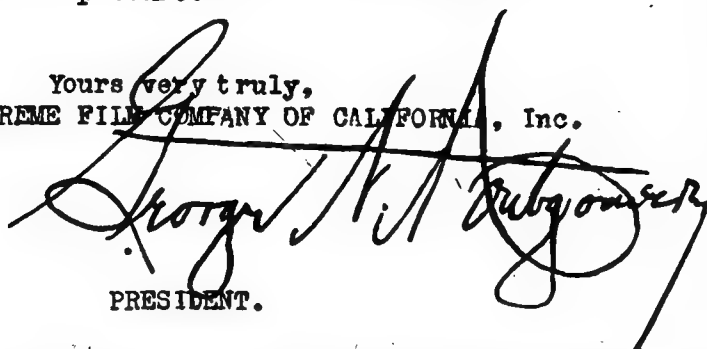
Gentlemen:-

I had the opportunity today of reviewing
NOTORIETY upon arrival of the first print shipped us.

All that has been said of this picture by
yourselves and the excellent reviews that have appeared
do but partial justice to the excellency of the production.
As a picture, critically and commercially it should set
records everywhere.

I am happy to find myself in position to
distribute so excellent a picture.

Yours very truly,
SUPREME FILM COMPANY OF CALIFORNIA, Inc.



PRESIDENT.

GWM:MN

A Production That Has no Equal in the Independent Field
WILL NIGH'S PHOTODRAMA

"NOTORIETY"

A Colossal, Convincing, Seven-Reel Screen Creation

L. LAWRENCE WEBER & BOBBY NORTH, 1600 Broadway, New York City

Foreign Rights Controlled by Apollo Trading Corp., 1600 Broadway, N. Y. C.

Canadian Educational Films Limited

ANNOUNCE

The opening of their own Canadian Exchanges throughout Canada

O. R. HANSON	- - -	General Manager of all Canadian Branches
277 Victoria Street	-	TORONTO
S. B. TAUBE	- - -	Toronto Sales Manager
277 Victoria Street	-	Telephone Main 6253
W. E. ALLAN	- - -	Eastern Representative including Montreal
Ground Floor, Albee Building	-	MONTREAL
S. BRINT	- - -	Western Representative Including Winnipeg
Film Exchange Bldg., Room 504, Hargrave St.	-	WINNIPEG
T. H. DAVEY	- - -	Calgary Sales Manager
Princess Theatre Building	-	CALGARY
C. R. DIPPIE	- - -	Vancouver Sales Manager
553 Granville Street	-	VANCOUVER
(Opening of Exchange in St. John—Dec. 16th)		



"CANADA'S FIRSTBORN"

The
CANADIAN MOVING
PICTURE DIGEST

RAY LEWIS
Managing Editor

Subscription \$2.00
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The
CANADIAN MOVING
PICTURE DIGEST

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HARRY J. MANHEIM
Business Manager

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TORONTO, CANADA

DECEMBER 9th, 1922

Your Opinion on Pictures, Please!

IT is the purpose of THE DIGEST to reopen a page which was at one time part of our paper. The page which contained reports from exhibitors regarding the quality of the picture which played their theatres and their box-office value. It was with great reluctance that this page was discontinued, thereby depriving the exhibitors of the most valuable guide, in booking pictures, which could be placed before them. The discontinuance of this page of interest was due to the fact that only a few exhibitors evinced sufficient interest to send in a report.

If the exhibitor will only realize what service he can render himself and his fellow exhibitor by taking just a half hour each week or less to send in a report to THE DIGEST on the pictures he has played, we are sure that no exhibitor would neglect to fulfill this obligation to himself and his fellow exhibitor.

There is a general opinion circulating in Canada, not restricted to the Film Industry, that it takes U.S. capital and brains, U. S. initiative to "put anything over." We will not argue the question, certain evidence lies before us. Exhibitors in the U. S. are interested enough in their business to keep each other informed as to the real value of a picture.

With all due respect to criticisms which the Trade makes on pictures, press reviews, the exhibitor is only critic who can pass judgment on what a picture did for him financially. Eliminating the morbid appeal which some pictures have had; and which drew big houses and left a disagreeable odor in all houses which they played, the picture which draws is the picture which the public finds entertaining.

There have been a few exceptions to this rule also. Pictures have been produced, so subtle in their artistry that they pleased only a select group of people, who are aesthetic in their ideas of entertainment. Perhaps the exhibitor can afford, for the prestige of the theatre, to play this kind of a picture and stand the financial loss, but even this experiment can be made less hazardous where the exhibitor studies the patronage of his particular theatre; and checks up his receipts, comparing the various pictures, equally exploited, in their drawing powers.

A house which has an audience accustomed to expressing themselves in loud guffaws, laughing through tender love-scenes, applauding rapturously when the hero jumps from a train into a car, rescues the heroine from the embrace of the "villyun" who cannot wait to get the heroine home, before he attempts to kiss her, is not the audience which would enjoy the subtleties of a Schnitzler's "Affairs of Anatole," or George Arliss in "Disraeli."

The man who runs a drygoods shop studies his customers, and if he is living in a district where the women wear red flannel petticoats, he does not try to sell them crepe-de-chine nightgowns. The groceryman who finds that his customers always buy him out by Saturday night, of every can of pork and beans which he has, does not buy in a stock of caviar.

If the exhibitor would pay as much attention to the taste of his audience as the groceryman and drygoods merchant does, who is successful, he would rarely be caught with a picture which will not sell.

How is the exhibitor to know when the exchange salesman, Trade papers and press comments are rightfully lauding the production? One of the most satisfactory methods of judging is to read what the exhibitor has to say about the pictures he is playing and you as an exhibitor would like to play. And just to show that you believe in reciprocity of principle, send in a report on the pictures you are playing so that other exhibitors may receive a like benefit from you.

We will publish a questionnaire for exhibitors to fill out weekly. It is not necessary for the exhibitor to cut out this form from his copy of THE DIGEST, he can send in his opinion on a post card if that is the most convenient. The principle point is to send it in. Don't leave the opinion column to a few exhibitors who always take the trouble to learn and to give information. Exert your self exhibitors in this one effort. Make the opinion column or columns, we will donate all the space you can use for this purpose, a credit to you and to the paper which you are helping to establish in Service.

—RAY LEWIS.

CANADIAN EDUCATIONAL UNAFFILIATED, UNASSOCIATED WITH ANY COMBINE

THE Canadian Educational Films have moved into their own quarters 277 Victoria St. following the closing of an arrangement whereby Educational become an absolutely independent Canadian organization. Exchanges will be opened across Canada, from coast to coast. In an interview with Mr. Hanson, general manager for Canada, he stated that the move was in accordance with the growth of Educational business in Canada, and because of the firm's belief in what Canada's future promises. "Educational Short Features have steadily built up a patronage which has established them in the houses in Canada, they have been tested also in every grade and class of house and their universal appeal is now established beyond question. Exhibitors have found that an Educational comedy, an Educational Short Subject justly makes claim to being "The Spice of the Programme" and few programmes are arranged without the Educational Spice added. The introduction of Novelty Bills where Educational Short subjects alone are the offering, have de-

monstrated the strength in the Educational programme, not only as an added attraction but as a Feature." Mr. S. B. Taube is manager of the Toronto office. Mr. W. E. Allen Sales Representative for Montreal and the Eastern Territory. For the present Mr. Allen is in charge of the St. John office also, but a new address will be forthcoming about Dec. 16th; when Educational will move into their own Exchange in St. John and the appointment of a St. John Branch Representative will take place. Mr. S. Brint is the Western Representative and Winnipeg Branch Manager, Mr. T. H. Davey Calgary Branch Manager, while C. R. Dippie manages the Vancouver Branch. The new head offices of Educational are in the new Film building on Victoria St. which houses Universal also. The Educational offices are very spacious, an entire floor being utilized; and Mr. Hansom promises, that with the new facilities at their disposal, exhibitors will receive a service which it will be hard to equal and cannot be surpassed.

SECOND CANADIAN CONVENTION OF FAMOUS-LASKY FILM HELD IN TORONTO

THE second Canadian convention of Famous-Lasky Film Service was held last week in Toronto, with managers and salesmen from the six Canadian branches and a representative delegation of heads of departments from the head office in New York in attendance.

G. E. Akers, general manager of the Canadian company, presided. The New York representatives included George Weeks and John Clark, division sales managers; Claude Saunders, director of Exploitation; A. M. Botsford, advertising manager; Oscar A. Morgan, representing Cosmopolitan Productions; A. O. Dillenbeck, representing the Hanff-Metzger Advertising Agency; George J. Schaefer, New England division manager, and Harry A. Ross, district manager in the middle west.

The most important development of the convention, which followed the general Paramount convention in Los Angeles, the previous week, was the decision to release during the spring and hot summer months of 1923, Paramount's new "Super Thirty-Nine," which were enthusiastically ac-

claimed as the greatest group of motion pictures ever produced.

The statement of Adolph Zukor, president of the Famous Players-Lasky Corporation, in announcing the new program in Los Angeles, furnished the keynote for the convention.

"In announcing our picture policy for the next six months," Mr. Zukor stated, "we had but one thought in mind. That was to give the exhibitors, and through them the public, a supply of Paramount pictures which would be better than any we have so far produced and released.

"In the next six months, we are going to release even better pictures than the 'Famous Forty-One'—wonderful productions like 'The Covered Wagon,' 'Bella Donna,' and 'Adam's Rib.' We have had only one thought in mind and that is to make the finest pictures the screen can produce."

"Film conditions throughout the country, while not back at the false standard which prevailed up to a year ago, are steadily improving. Nothing, however, will make them improve as fast as good pictures."

The opening session of the convention was held Thursday morning in the King Edward Hotel. In announcing the new program, Mr. Akers declared that in the past it had been the policy of the various companies to retrench during the hot summer months, when there is a normal depression in business, and set aside all important productions until the opening of the fall season.

"It is because of this policy," Mr. Akers declared, "that a great deal of the usual summer slump is due. If you don't give the public good pictures, you can't expect them to go to the theatre when weather conditions are not favorable."

"We have decided that the best way we can help the exhibitors and help ourselves is to give them the best pictures in the worst season. Therefore our big new 'Super Thirty-Nine' will be released during the spring and summer of 1923. From all reports, these are the greatest pictures that have ever been made, and I am looking forward to the greatest year in history for the exhibitors and for us."

Some of the special productions of the new program are:—

"The Covered Wagon," a James Cruse production, with Lois Wilson, J. Warren Kerrigan, Ernest Torrence, Tully Marshall, Alan Hale, Charles Ogle, Ethel Wales, Gay Oliver and John Fox.

"Bella Donna," starring Pola Negri, a George Fitzmaurice production. In support are Conway Tearle and Conrad Nagel.

"Adam's Rib," Cecil B. De Mille's massive production, featuring Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon.

"Java Head," a George Melford production with Leatrice Joy, Jacqueline Logan, Raymond Hatton, George Fawcett and Albert Roscoe. Story by Joseph Hergesheimer.

"When Knighthood Was in Flower," Cosmopolitan production, starring Marion Davies.

The Canadian delegates included Carl Weeks, Toronto, manager; Ed. English, Montreal, manager; George Margetts, Winnipeg, manager; Frank H. Marshall, Calgary manager; William Hansher, Vancouver manager and Pat Hogan, St. John manager, and the following salesmen: Eddie Zorn, Tommy Long, Lloyd D. Hatfield and James Foy, Toronto; William Moore, Winnipeg; William Kelly, Calgary; Tommy Dowbiggan, John Leavitt and Al Ritchie, Montreal; Ernie Whelpley and Ralph Thorn, St. John.

WELL-KNOWN CANADIAN FILM MEN WITH ERNEST SHIPMAN FILM SERVICE

NEGOTIATIONS have been concluded between D. A. Burpee, formerly with Price Waterhouse & Company; and Maurice West, former manager for the Fox Film Corporation and the Mark Brock Enterprises in Canada; and Ernest Shipman, the Canadian film producer, which definitely establish a new distributing unit throughout Canada, to be known as the Ernest Shipman Film Service. This new organization is formed for the purpose of exploiting exclusively Canadian-made motion pictures and announces that their first releases will be the "Man From Glengarry," "The Rapids," "Latin Love," "Glengarry Schooldays" and "Blue Water." Pictures will be released at the rate of one a month and new Canadian productions will be organized in due course. Messrs. Burpee and West have secured from Shipman the franchise for Quebec, the Maritime

Provinces and Newfoundland. This organization is part of a chain which is gradually circumventing the entire world. William Cranston, who successfully established the United Artists in Canada, will function in a similar capacity for Shipman in the provinces of Ontario and Western Canada. The pictures will be exported direct from the Dominion to all foreign countries and separate contracts will be negotiated for U. S. distribution. Offices have in the meantime been opened on the ninth floor of the Allbee building, Montreal, and arrangements are being concluded for the establishment of a permanent laboratory in Montreal. The Capitol Theatre in conformity with this arrangement, has shown "The Man From Glengarry" as the opening shot in this all-Canadian campaign during the past week, and Mr. Shipman, the producer, and Ralph Connor, the author, planned to be present in Montreal for this inauguration.

GRAND COURT FOX EXPLOITATION REPRESENTATIVE PROVES THAT DIGNIFIED EXPLOITATION ALWAYS GETS RESULTS

THE campaign carried out by G. De Grandcourt, Canadian director of publicity for the Fox Film Corporation, during his exploitation of "Just Tony" at the Province Theatre, Winnipeg, is deserving of special mention, for it was in every sense a model of dignified and effective publicity. Avoiding all ballyhooisms and "circus stunts" the Fox exploiter started out three weeks before the picture played with cleverly written stories in the newspapers that announced to the public that "Just Tony" was the latest slang from the old country. The stories are too lengthy to reproduce here, but owing to the careful and interesting manner in which they were written the papers willingly gave them space in their columns. No mention of the picture was made. Following this, every office in Winnipeg was bombarded with blotters containing a joke headed: "Here's the Latest Slang!" bringing in "Just Tony". Again no mention was made of a picture. When this had soaked in, and people were beginning to know that "Just Tony" meant "simply great," "first rate," "splendid," etc., and were greeting each other with this piece of

slang, the merchants were approached for ads. on a special "Just Tony" page in both daily papers. They readily responded with ads. "just tony" chocolates, "just tony" clothes, "just tony" meals, and "just tony" everything! An ingenious "Just Tony" competition was worked in this connection which resulted in the papers receiving between five and six hundred replies each.

A private screening was held for the Winnipeg Humane Society, the Boy Scouts Association and the Girl Guides. These organizations were induced to get right behind the picture. The Humane Society sent a splendid letter of endorsement to the theatre, and mailed out 2000 letters to their members and friends, urging them to go and see the picture. The Boy Scout Association canvassed their 2,500 membership, with the result that a special early morning show was held for the boys alone. The Girl Guides did the same, with the same result.

A number of excellent store tie-ups were made, the most unique one being a beautiful display in Henry Birk's (jewellers) window. A plaster head

of "Tony" overlooked a diamond horseshoe, valued at \$100,000.00. Six stills in leather frames were placed on either side of a colored 22 x 28, also framed, and small cards advertised the picture, the theatre and the Humane Society.

Thirty thousand folders, with an attractive Hallowe'en cover were distributed, and every school in the city was carefully canvassed, resulting in a special school-children's show.

A week before the picture played, a landscape cut-out in a deep box frame draped with velvet curtains, showed "Tony" on a rock, against a background of mountains and star studded sky. This was lighted at night and was so attractive that despite its being 7 feet high, a store with a prominent corner window agreed to display it during the showing. They did so, and it continued to attract considerable attention.

The Province Theatre stood them out every night and recorded one of the greatest week's business in the history of that house.

The following story appeared with a three-inch head, in the news columns of the *Winnipeg Tribune*, (page 2).

It is a unique example of the manner in which theatre, store and newspaper can tie-up to mutual advantage. The theatre got splendid publicity through an artistically arranged display; the store obtained the advantage of crowds before their window throughout the day, admiring the display and their gems, they also received free publicity in the form of this story, which they could not even buy in the ordinary course of events; and the newspaper gained the goodwill of the store through publishing the story and consequently clinched some extra advertising.

George Arliss Personally to Appear in Montreal With "The Green Goddess"

The United Artists announce that George Arliss, starring in "The Man Who Played God," will be showing at the Capitol, Montreal, during the week of December 17, and the famous actor will appear in person there in January, at His Majesty's Theatre, in "The Green Goddess." Another big announcement is that of Mary Pickford in "Tess of the Storm Country," will be showing there early in the New Year.

Goldwyn Pictures Have Good Representation at Montreal

Famous Players are showing "Yellow Men and Gold" at the Imperial; "Night Rose," at the Strand; and have shown "The Sin Flood" at the Allen; also "Hungry Hearts" at the same theatre.

CHARLES URBAN presents

"THE FOUR SEASONS"

Recorded by RAYMOND L. DITMARS for
Kineto Company of America, Inc.

Distributed in Canada by
VITAGRAPH

Comment in United States

Philadelphia "Evening Ledger" said:

An innovation, so very praiseworthy and likely to be so far reaching in effect as "The Four Seasons," which was shown last week at the Stanley Theatre, is worthy of more than passing mention in review. There is an appeal in this novel film that passes far beyond the regular fans and fannettes . . . It is to be devoutly hoped that the makers of "The Four Seasons" will come again—and soon. . . .

Columbus, O., "Citizen" said:

Urban's "The Four Seasons" is one of the best excuses for the movies that has been here for some time . . . At the Southern all week.

Pittsburgh "Press" said:

Those persons unfortunate enough to miss "The Four Seasons" shown at the State Theatre last week had better hunt up where it is being shown this week and see it . . . It is instructive and of the greatest entertainment.

The Los Angeles "Times" said:

Wonders new and unrevealed, wonders of sky, water and earth, wonders of a life that hold you enthralled . . . serve to captivate you in the unusual feature . . . "The Four Seasons" at Grauman's Theatre this week.

The Cincinnati "Times" said:

... "The Four Seasons" at the Strand Theatre all week is the finest thing of the kind this reviewer has ever seen . . .

Dr. Hugo Riesenfeld of Rialto Theatre, N. Y., said:

"... As a nature feature it is unique. It is beautiful and above all intensely interesting! . . . The audience really loved it . . ."

"Exceptional Photoplays" said:

... "The Four Seasons" is a distinct invention . . . It opens up a whole new field of possibilities . . . For it is a real photoplay, more thrilling than most of the "thrillers."

Ernest L. Crandall, Director of Lectures and Visual Education of the Board of Education, New York City, said:

"Who would have believed, a few years since, that a picture which is crammed full of scientific interest and scientific information could be featured!"

The "Billboard" said:

"It places the motion picture far above the artist's brush."

Comment in London

The "London Daily Graphic" said:

"Advocates of the educational film should insist on seeing 'The Four Seasons' shown privately yesterday at the New Oxford Theatre."

"They showed 'The Four Seasons' which illustrates a yearly cycle of Nature in motion pictures. Charles Urban, in England, many years ago, was one of the pioneers in Kinematography on this side. He is now back in America and with the Curator of the New York Zoological Society he has made this picture—Rus in Urban—which has given Nature a plot and shows you in one hour a living and beautiful story of the life of a year."

"At Lory Beaverbrook's suggestion, the film was shown Mr. Lloyd George one night after dinner and he expressed himself as enthusiastically as I do. 'The Four Seasons' is one of the most beautiful moving photographs I have ever seen."

Lord Northcliffe's papers, particularly the "Daily Mail" and the "London Times" equal the enthusiasm of the critic of the "Daily Graphic." The "Daily Mail" man began his review by saying:

"'The Four Seasons', a nature film, is perhaps the most fascinating and original of its kind ever produced . . ." He then goes on to analyze the production and conveys his astonishment at the wonderful result saying:

"How it is all done I don't know, but Mr. Charles Urban and Dr. Raymond L. Ditmars, Curator of the New York Zoological Society, who have supervised the production, are to be congratulated . . ."

The "Morning Post" in a lengthy review of "The Four Seasons" said:

"Here we have the cinematograph in one of its most useful and, at the same time, beauty-reflecting spheres. There is nothing pretentious in this film, nothing highly technical which might destroy its entertainment value. It is the simple result of patience and its record is a fascinating study of gentle nature in its growth, its persistence, its optimism and its transcendent beauty."

The critic of the "London Daily News" makes a point that:

"Here is at any rate a film to which children can be taken with advantage to their minds."

Every Canadian Theatre should give its Patrons that rare treat---
"THE FOUR SEASONS"

URBAN POPULAR CLASSICS

FOREWORD—Never before has there been compiled and edited such a wonderful series of single-reel subjects of general interest as are herein listed.

Every theatre program is brighter and better for the inclusion of these issues. They are of a highly informative character and are just as entertaining and amusing as they are informative. They fill a long-felt want with every audience.

Urban Popular Classics are POPULAR PICTURES AT POPULAR PRICES which the public demands. By showing them regularly theatre managers will find in Urban Classics one of the biggest business and prestige-building assets.

PAGEANTRY IN INDIA—Fate of the Maharajahs.

U. S. BATTLE FLEET ON THE HIGH SEAS.

"ROVING THOMAS"—SEEING NEW YORK.

THE MAVERICK—Absorbing tale of a horse in the wilds of Wyoming.

THE TOWERING WONDERS OF UTAH— Zion National Park.

THE ALPHABETICAL ZOO— A Revue of Animals from A to Z.

"ROVING THOMAS"—ON AN AEROPLANE.

GRANDFATHER'S CLOCK— Dramatization of the entertaining song.

BETTER MILK—Tracing milk from cow to consumer.

NATURE'S WILD BABIES—Depicting the parental instincts of birds and animals.

SPENDING SIX MILLION A DAY—The source and uses of New York's water supply.

BENDING THE TWIG—Worth while advice for children's physical development.

"ROVING THOMAS"—ON A FISHING TRIP.

DWELLERS OF THE DEEP—New York's Aquarium at Old Castle Garden.

HUNTING GROUNDS OF HIAWATHA— A Picture Poem.

THE CAVY AND THE RAT—Stories of friendly rodents.

"ROVING THOMAS"—IN NOVA SCOTIA.

PIRATES OF THE AIR—Birds of Prey, either doing good or evil for mankind.

THE STAFF OF LIFE—Metamorphosis of a stalk of wheat.

BOBBIE'S ARK—A contest picture without titles.

NATURE AND THE POET—From poems by William Cullen Bryant.

BARE FACTS CONCERNING BEARS—Close range studies

"ROVING THOMAS"—IN BANFF CANADA.

WILLIAM TELL— Picturization of the immortal Swiss Legend.

PLANT LIFE—How flowers and plants renew life.

THE SILVERY SALMON—The gamest fish in North America.

THE COUNTY FAIR—May Plunkett's impressions of a big day.

"ROVING THOMAS"—A TRIP FROM VANCOUVER TO FRISCO.

BEASTS OF PREY—Intimate glimpses.

LITTLE OLD NEW YORK—Comparing the modern city with fifty years ago.

NATURE'S HANDIWORK—Wondrous phases of the life of a butterfly.

"ROVING THOMAS"—IN SAN FRANCISCO AND CHINA-TOWN.

THE HARE AND THE TORTOISE— (Fable) And other quaint animals.

THE POWER OF THE CLOUDS—From snow flakes to dynamo.

SCIENCE IN THE HOME—Story of the match.

THE LION AND THE BUTTERFLY—(Fable) Also feathered aviators.

FISHING IN MANY WATERS—The fisherman at work and the amateur angler at play.

"ROVING THOMAS"—IN MOUNTAINS OF UTAH AND COLORADO.

NATURE'S LOVERS' RAMBLES—Refreshing farm life.

THE WOODLAND LEAGUE OF NATURES—(Fable) Also rare animals.

NEWSPRINT PAPER—From forest to mill.

SAGEBRUSHING THROUGH YELLOWSTONE NATIONAL PARK.

THE PROPHECY OF A DYING BIRD—(Fable) Also animal appetites.

"ROVING THOMAS"—IN CHICAGO.

LAST STAND OF THE RED MAN—Concerning the North American Indian.

MODERN BANKING—Banks from within and without.

Released Through

VITAGRAPH

ALBERT E. SMITH President

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TORONTO
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ST. JOHN, N.B.
27 Prince William St.

WINNIPEG
43 Louis Street

UNIVERSAL'S SECOND SERIES "LEATHER PUSHERS" OPENS PANTAGES, TORONTO

It is really by popular demand or special request from exhibitors that Universal are releasing the second series of "The Leather Pushers." The phenomenal success of the first six rounds of "The Leather Pushers" is recorded in all the big houses throughout the U.S. and Canada. The remaining six stories by H. C. Witwer, with that popular star, Reginald Denry as "Kid Roberts", and Hayden Stevenson as the wise-cracking manager will appear in the second series and assuredly duplicate their success in the first. Directed by Harry Polard it is stated that the last six rounds even exceed in entertainment and box-office quality the first six rounds. "Young King Cole", "He Raised Kane", "The Chickasha Bone Crusher", "When Kane Met Abel", "Strike Father, Strike Son", "Joan of Newark" number the six. The author of the series which has made untold num-

bers laugh, was a writer of the sporting department of the New York American. Mrs. Witwer, his wife, suggested to the author that he write series of short stories relating just the amusing incidents which he encounters and which he has so frequently related to her. Mr. Witwer thought the idea was not bad and the success of these stories you are all acquainted with.

During the release of the first series in Canada, so persistent was the demand for playing dates that Universal frequently were faced with that most unknown predicament, a refusal to book through a demand exceeding supply. That the second series will be immediately booked up is already certain. Pantages in Toronto, which played the first series, is playing the second also, the initial opening in Canada for "The Leather Pushers" being Pantages, Toronto, week of Dec. 10th.

WEBER & NORTH'S "NOTORIETY" SECURES TREMENDOUS BUSINESS DURING FIRST RUN IN U.S.

THE man who made "School Days" Will Nigh comes out with another smash. "Notoriety," which was successfully tested at the theatres in two key cities last week.

Nigh's intuition of the box-office appeal was demonstrated last week when "Notoriety" had its first openings in the U.S., at the Clinton Square Theatre, Albany, and at the Alamo Theatre, Louisville. Without the blare of trumpets "Notoriety" entered on its full week run at both theatres and even surprised its own enthusiasts at its success. Handicapped by a bad break in the weather when sleet and snow threatened to keep picture patrons at home. "Notoriety" proved its appeal by standing them in line from the opening of the doors until late in the evening. In both Albany and Louisville, the other houses are said to have fallen off in attendance, while "Notoriety" picked up steadily.

The exceptional endurance of Weber & North's Will Nigh production can only be realized when it is borne in mind that the Christmas shopping season was on its way and the dreaded Yuletide season was making its influence felt as a detraction from picture patronage. The Clinton Square Theatre, Albany, which opens

on a Monday, the blue-day of the week, lined them out beyond the box office with standees, filling all balcony and orchestra seats. As the patrons came out they expressed themselves as having been treated to a picture that was "different."

The abundance of action and the true-to-life situations made every patron a walking advertisement for the picture and multiplied patronage accordingly.

The record audience on the opening day in Albany and Louisville, was due to the appeal of the title. After its opening it was the picture itself that they came to see. The cast of "Notoriety" brought its own following, while the story was discussed outside the theatre as well as inside.



EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture _____

Style of picture _____

Entertainment Quality _____

Box Office Results _____

Business Conditions _____

Your Exploitation _____

Exchange Co-Operation _____

Further Remarks _____

SARNIA, ONT., MUCH EXCITED OVER GOLDWYN EXPLOITATION INTRODUCED

SARNIA, Ont., has been much excited over an exploitation idea introduced by W. Stewart, Goldwyn's publicity representative. The following article appeared in a local paper:

VALUABLE SET OF PEARLS BEING SOUGHT IN SARNIA

Sir Arthur Conan Doyle's greatest character in fiction, "Sherlock Holmes, is conducting through the people of this city, a hunt for a set of pearls believed to have been hidden here by Moriarty, Europe's master crook, a diagram of the route covered by this man will be found in this issue with details of incidents on his trip which would make it easier for the amateur sleuth to locate the whereabouts of the pearls. The route covers only the block between Christina and Front streets and Lochiel and Cromwell streets, cards are be-

ing broadcasted, which if followed carefully, will give the exact location of the hidden jewels, the finder will return the Lansdowne Pearls to "Sherlock Holmes" at the Imperial Theatre, where a liberal reward will be given. Pearls, when found, should be taken immediately to the theatre. Here's a chance to show what kind of a detective you would make. Don't overlook the directions in the hunt.

This was used in conjunction with an attractive advertisement of substantial size calling attention to the presentation of "Sherlock Holmes" at the Imperial Theatre, Sarnia. All boys attending performance were given a "Sherlock Holmes" cap.

Besides this advertisement the following chart added to the interest of the presentation of the picture and started the people talking, thus insuring big houses.

IMPORTANT!

The Lady Lansdowne pearls are supposed to have been brought to Sarnia and hidden by Moriarty, Europe's master crook. Can you find them? Study this diagram and follow the arrows.



"Night Life in Hollywood" An Answer To Public

So much has been said, so much has been printed and so varied have been the accounts of Hollywood, the motion picture capital of the world, that it was at last decided to make a motion picture portraying the true Hollywood—the Hollywood where the films for world consumption are made, the Hollywood where the greatest stars, authors and directors of the industry live and have their being—and the result—"NIGHT LIFE IN HOLLYWOOD," which is being released in Canada, thru Stephenson attractions. The picture had its premiere Toronto presentation at the Grand, where it scored an emphatic success.

L. Solmon, Toronto, Takes Orpheum Pictures For Montreal

Yet another moving picture development has to be chronicled in Montreal. L. Solman, the well-known impresario, has taken over the Orpheum Montreal and will show in the near future big pictures with a top price of \$1.50 downwards.

Frank D. Leduc Places Many Universal Features In Quebec City

Frank D. Leduc, Montreal manager of Universal Films, has been in Quebec City recently and put over some fine business. He booked "Under Two Flags" at the Victoria for a solid week. "The Storm," "Human Hearts" and "The Kentucky Derby" were signed at the Empire. Frank reports business good in the doldrum period just before Christmas with exhibitors looking with confidence to a first-class winter season.

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VITAGRAPH URBAN POPULAR CLASSICS RECORDED BY CURATOR OF ZOO

ONE of the charms of the Urban Popular Classics being released by Vitagraph in the series of one-reel subjects is their great diversity and the current issue, "Some Wild Babies," undoubtedly is one of the most instructive and interesting of them all. Recorded by Raymond L. Ditmars, curator at the Bronx Zoo, Arthur H. Fisher and Percy F. Smith, it depicts the parental instincts of birds and animals throughout the entire world. Beginning with the gentle bluebird, it continues with some interesting bird subjects to the fierce hawk, and the animals from the watchful prairie dog and the timid deer to the massive Hippopotamus. Rare and odd birds are shown with their young—the Redstart which breaks the commandment, "Thou shalt not covet thy neighbor's house,"

the mother-love as exemplified by the Chaffinch. It shows the Rocky Mountain goat rearing its offspring high up in the rocky domains—the llamas born in the cold Andes Mountains of Peru—the woolliest baby of them all, Master Yak, born toggled to withstand the cold of Tibet. The first baby hippo in captivity born in the United States is another interesting subject, and the mother Kangaroo who carries her young in a specially provided pouch, one of the world's oddities in nature is shown. Life's story is told and re-told in the animal kingdom in this classic. The young deserting the sheltering home, building one of their own, and having children of their own—an unusually interesting picture to both youngsters and grown-ups.

DOMINION GOVERNMENT ANNOUNCES OBSERVANCE ROMAN CATHOLIC RELIGIOUS HOLIDAYS

EXHIBITORS of Ottawa, the Canadian Capital, were more than ordinarily interested in the announcement by the Dominion Government on December 9, of the decision to observe all religious holidays of the Roman Catholic Church as official Government holidays for the whole Civil Service. This meant that a large proportion of the population of Ottawa would have no less than 13 workless days in a year in addition to the statutory holidays. An example of the frequency of holidays is shown by the fact that there are four within a month at this time of the year as follows:

Feast of the Immaculate Conception, Christmas, New Year and Epiphany. Protestants as well as Roman Catholics enjoy the holidays, the Government making no distinction between the two faiths. The theatres are directly interested in the decision because there is often little to do on many of the holidays but go to church in the morning and to the theatre in the afternoon.

Other cities in Canada are slightly affected also because Dominion employees in all cities are entitled to the holidays regardless of non-observance otherwise.

Mgr. Frank Goodale Works Mystery Stunt "Our Leading Citizen"

In the midst of a civic election campaign in Ottawa, Ontario, Manager Frank Goodale of Loew's Ottawa Theatre, sprang a mystery stunt for "Our Leading Citizen," which was the attraction at the theatre during the week of December 11. For several days prior to the announcement of the week's programme, Manager Goodale sent out automobiles bearing large signs: "Who is 'Our Leading Citizen?'" Then followed, in due time, motor cars having the sign announcing the title of the theatre's attraction.

Current Urban Classics Stirring Navy Thriller

"Battle Fleet on the High Seas" is the title of the second of the Urban Popular Classics, one-reel subjects, released by Vitagraph. It is an intensely interesting study of the fleet at work. The annual practice cruise is not a holiday. It is Jack's nearest approach to battle grind, barring hostilities, in his navy career. The Urban picture takes one with the fleet, through all the manoeuvres, and there is a wealth of intimate detail, from coaling ship to battle practice. Many close-ups of the life aboard ship, when Jack is off duty, and at play.

Novel To Be Written On Weber and North's "Notoriety"

Striking evidence of the world-wide appeal of the title and theme of Weber & North's special production, "Notoriety," was revealed when the producers of the seven-reel society photodrama were approached by one of the leading publishers with an offer for the publication rights to the theme of the picture. In the case of "Notoriety," Will Nigh conceived and wrote the script first and produced the picture from nothing but his own continuity sheets. Now that the picture is done, the publisher is anxious to create a novel out of the picture plot. This reverses the regular order and is convincing proof of the popularity of the subject treated in the picture.

In the publisher's opinion a novel based on the theme of "Notoriety" would prove one of the year's best sellers. He declared that "Notoriety," as pictured in the film, had a universal drawing power and that its subject is the liveliest and most absorbing of the present generation. A woman writer will probably be decided upon, as the picture centres about a young girl's pursuit of fame.

Negotiations will be hastened, so that the book may appear in time to benefit the showing of the picture in the leading theatres of the country.

Larry Semon's Leading Lady, Lucy Carlisle, Visiting New York

Lucille Carlisle, leading woman for Larry Semon in nearly all of the recent Vitagraph comedies, arrived in New York on Thursday from Hollywood, Cal., for a brief visit. She is accompanied by her sister, Helen Carlisle, who has been in the West for a year or more writing special articles for the motion picture fan publications.

"Motion picture folk in Hollywood think only of Los Angeles and New York," says Miss Carlisle, "and here I am."

The Misses Carlisle, who are stopping at the Hotel Biltmore, expect to remain there about three weeks. They were there just a year ago for a shopping trip and since then Miss Lucille Carlisle has appeared in all the Semon comedies.

EXHIBITORS: — Have you sent in your subscription to the "Canadian Moving Picture Digest?"

\$2.00 a year. 52 copies.

WIDE VARIETY CHRISTIE SUBJECTS CURRENT HOLIDAY SEASON

CHISTIE COMEDIES announce a wide variety of subjects for the current and coming holiday season, featuring such of their star players as Bobby Vernon, Neal Burns, Dorothy Devore and others, in the supporting casts. In determining the present schedule of films released through Educational Film Exchanges, the Christie organization has centered primarily on variety in subjects issued with the idea of delving into new types of comedy for their labors.

Such pictures are the November releases, "Choose Your Weapons" and "Chop Suey," the former featuring Bobby Vernon, and the latter with Dorothy Devore. "Choose Your Weapons" has an unusual locale, a principality of Europe, a sort of Graustarkian extravaganza, carried

out with considerable largeness of production. "Chop Suey," on the other hand, is entirely Chinese in atmosphere. The former was directed by Al. Christie and the latter by Scott Sidney.

December releases will include "The Chased Bride," with Neal Burns, a story centered on the railroad, with a limited train chasing a hand-car and the like; and "In Dutch," with Bobby Vernon, in a lodge initiation story, a ridiculous theme to the outsider and one which has extremely comic possibilities from the fact that the victim's predicaments are dead serious to himself, but all pure comedy to the beholder.

Considerable interest is also aroused in "Hazel From Hollywood," which is now being produced, and which will be ready for release early in January.

TREMENDOUS MERCHANDISE CAMPAIGN ASSOC. FIRST NAT. "LORNA DOONE"

MORE than 300,000 dealers throughout the United States and Canada will co-operate with the theatres which present Maurice Tourneur's "Lorna Doone" in one of the most tremendous merchandise campaigns undertaken in the history of American business.

Upwards of 25,000 jobbers, branch offices, distributing agencies, and wholesalers with a vast organization of salesmen representing national manufacturers and distributors will be vitally interested in a co-operative effort which will give "Lorna Doone" the greatest publicity ever accorded a motion picture. It will be well for exhibitors throughout the country to watch the exploitation campaign to be conducted under the supervision of C. J. Appel of First National Pictures and Mr. J. B. Cronk, general manager of the Allen Theatres. For the Toronto should enquire at their leading December 25th, they have arranged to make a store tie up in connection with the Lorna Doone hat, shoe, book, wrap and song.

Exhibitors outside of the city of Toronto should enquire at their leading

departmental store if the Lorna Doone hat, shoe or wrap is carried in stock. Book dealers should be advised that the Geo. M. Hendry Co., 215 Victoria St., Toronto, are the Canadian representatives of the publishers of the book.

As a further suggestion in towns where two newspapers are fighting for circulation or where there is only one and it desires to further build up and hold reader interest, don't overlook the newspaper tie-up on page six of the press book. In towns where it is impossible to place this stunt with the newspapers it is advisable to separate the mats and use the same idea as an advance campaign.

With very little cost to the exhibitor who presents "Lorna Doone" he can make "Lorna Doone" a household word in his community or his neighborhood. By working with the retail dealers in a dozen different lines, he can work out a window display securing the issuance of circular letters to develop co-operative advertising and make the presentation of the picture the greatest financial success of the year.

G. T. Fowles Wires "Brawn of North" Beats All Records.

The Associated First National Exchange, Calgary, are in receipt of an interesting telegram from Mgr. G. T. Fowles of the Lux Theatre, Banff,

Alberta. The wire read as follows: "Beat all records winter and summer on showing 'Strong Heart' in 'Brawn of the North.' Please rebook by request of patrons. Undoubtedly the greatest picture yet shown. Such photography often dreamed and wished for but in this picture realized."

Underwriters Association To Raise Ban Against Showing Moving Pictures In Public Schools

At a meeting of the Ottawa, Ontario, Public School Board, on December 7, it was decided to ask the Underwriters Association to raise the ban against the use of moving picture films in all Ontario public schools. Under present restrictions imposed by the Board of Underwriters, films of inflammable nature cannot be used in any school building for any purpose. The school trustee decided that moving pictures should be used in the local schools and the underwriters are to be asked to make a more suitable and up-to-date arrangement with the Public School Board.

General Manager Rowland Associated First National Advocates Independent Productions

Mr. Rowland is of the opinion that the combination of the two sources of pictures—independent production and company production—will result in better entertainment for the public, centering that "pictures made under one head too frequently lack novelty, being too much alike in construction and theme."

Wholesale expense is not essential to the making of good pictures either, according to Mr. Rowland, who says: "I have often seen pictures that cost around \$100,000 which have afforded quite as much good entertainment and enjoyment as some of the huge productions costing five times that sum."

Expensive and elaborate sets, he holds, are not always necessary to make a great picture.

THE XMAS NUMBER of The Digest coming

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RAY LEWIS REVIEWS

"THE MASQUERADER" AND "UNDER TWO FLAGS"

"THE Masquerader," an Associated First National-Richard Walton Tully production, introduces that very fine artist, Guy Bates Post, to the screen. For his initial screen appearance it must be said that Mr. Post did remarkably well, giving very slight evidence of being new to screen art.

The star has become so well-known in association with "The Masquerader" that it would have been difficult to find a more suitable vehicle, both from an artistic interpretation and box-office appeal for him.

Mr. Post is as fascinating in his art as ever, although the glamour of his melodious voice is absent. However, for those who have always enjoyed Guy Bates Post on the speaking stage, they will be able to secure a more intimate close-up of their idol on the screen.

Dual roles are always difficult to make convincing, as Chilcote, M.P., a degenerate, and as his journalistic cousin, John Loder, Mr. Post had as difficult a problem as the screen could present him with, were he long-inured to its tricks and art. That the story held its audience is in a large measure due to the art of Mr. Post, for it seems a very long stretch of the imagination, to believe that, save for the exception of a scar upon the finger of one of these men, two cousins should be so similar in voice, mannerisms and appearance as to even deceive the wife of one of these gentlemen. Of course it must be taken into consideration that this gentleman and his wife were frequently separated for a period of many months; and that for some time they had been comparatively strangers. In comparing the improbabilities of the story with the improbabilities one is forced to swallow in nine out of ten screen stories. "The Masquerader" comes out as a Blue Ribbon Winner.

The story deals with one Chilcote, M.P., speaker of his party in the House of Commons, who has become addicted to the use of a drug and whose association with Lady Alstrupp has made his downfall even more rapid. One of the rare, faithful servants, "Brock," endeavors to save the family honor and name by inducing John Loder, cousin of Chilcote, to masquerade as Chilcote, M.P. John Loder happens to resemble Chilcote to such a degree that even Brock cannot tell them apart.

Loder is a poor journalist, but he has a respect for the honor of the

Chilcotes, although his grandfather, disowned his mother for marrying a Loder, he agrees to take the place of Chilcote. Chilcote, the degenerate, vanishes from his friends, his home, taking up his abode in the lodgings of Loder, where he subsequently dies.

Meanwhile Loder meets Eve Chilcote, the degenerate's wife, played evenly and sympathetically by Ruth Sinclair, and finds in her the ideal which his cousin failed to love or recognize. Upon the death of Chilcote, Loder is free to acknowledge his love for Eve.

To this point the screen version follows the play and story, but in the picture, Loder gives up his parliamentary career to become a soldier, wins the V.C., and returns to England and love.

The direction by James Young again stamps this director with possessing a vision which knows how to make pictures appeal to the public and to the box-office. Superfluous padding and slow action are always foreign in a James Young directed picture. Moreover, this director always believes in giving his star and the supporting company every opportunity for individual work. This keeps the picture on an artistic plane even when the star is of necessity, through the development of the story, obliged to remain in the background. The English atmosphere was so well introduced that an Englishman said to me: "Surely this picture was made in England?"

"The Masquerader" gives the Associated First National every excuse to talk about their "big pictures"; and with productions of this kind they need no other alibi. Shea's Hippodrome, which gave "The Masquerader" its initial showing in Toronto, enjoyed packed houses during the entire engagement; and those who know this theatre can vouch that it takes a few thousand and then some more to fill this theatre comfortably.

"UNDER Two Flags," a screen adaptation of Ouida's world-read novel has furnished the Universal star, Priscilla Dean, with a vehicle which fits her most admirably.

As a daughter of the regiment, inheriting the tiger-like attributes of an Arab mother and the loyalty and patriotism of a French father, Priscilla Dean has a character which suits her particular appearance and ability. Those exhibitors who have always

made money with Priscilla Dean's pictures will find her at her best as "Cigarette," daughter of the regiment.

Priscilla Dean's work has improved, mellowed and become more finished with each picture in which she has appeared. Great credit is here due her director, Tod Browning and Universal for their good judgment in the selection of stories for her. As "Cigarette," the character calls for a naive impulsiveness, a tiger-like ferocity, a patriotic fervor, a subtle play of love and a womanly tenderness and solicitude when love really is awakened. Through all these moods the star passes, without any overacting, playing with abandonment, and again with a quiet reserve, her very expressive face lending itself to all these needs. The dying scene was a little uncertain, but then the director really left one in doubt as to whether "Cigarette" really dies, wounded to death she is; and in the book and the play death ends this tempestuous and loyal career, but in the Universal production "Cigarette" must remain alive and naturally this would have prevented Priscilla Dean from registering a good death-scene. It was the one jar in her otherwise smooth performance, but this was not her fault since the ending was left unfinished in order to meet with the popular belief that stories on the screen must end happily. James Kirkwood as Corporal Victor, gave an artistic interpretation of the soldier carver, while Stuart Holmes as the Marquis of de Chateauroy, is as villainous as ever.

The photography showed some marvellous scenes, especially was this noticeable in the desert flashes, where the reflection of the Arabian steeds galloping across the sands was done to such a nicety and with such thrilling effect that the spectator almost felt that they were coming toward him.

The entire production was well-staged, the Arabian atmosphere elaborated upon, introducing dancing girls and Harem, glimpses of Algerian byways and characters which added flavor and character to the Oriental appeal of the production.

It is a story and production which should entertain any audience; and takes its place among those pictures with which the exhibitor takes no chances in playing.

Pauline Garon of Montreal, In De Mille's "Adam's Rib," Personal Appearance With Picture

Pauline Garon, the Montreal girl, and one of Cecil B. De Mille's stars, is coming to Montreal in a picture entitled, "Adam's Rib." She will appear in person.

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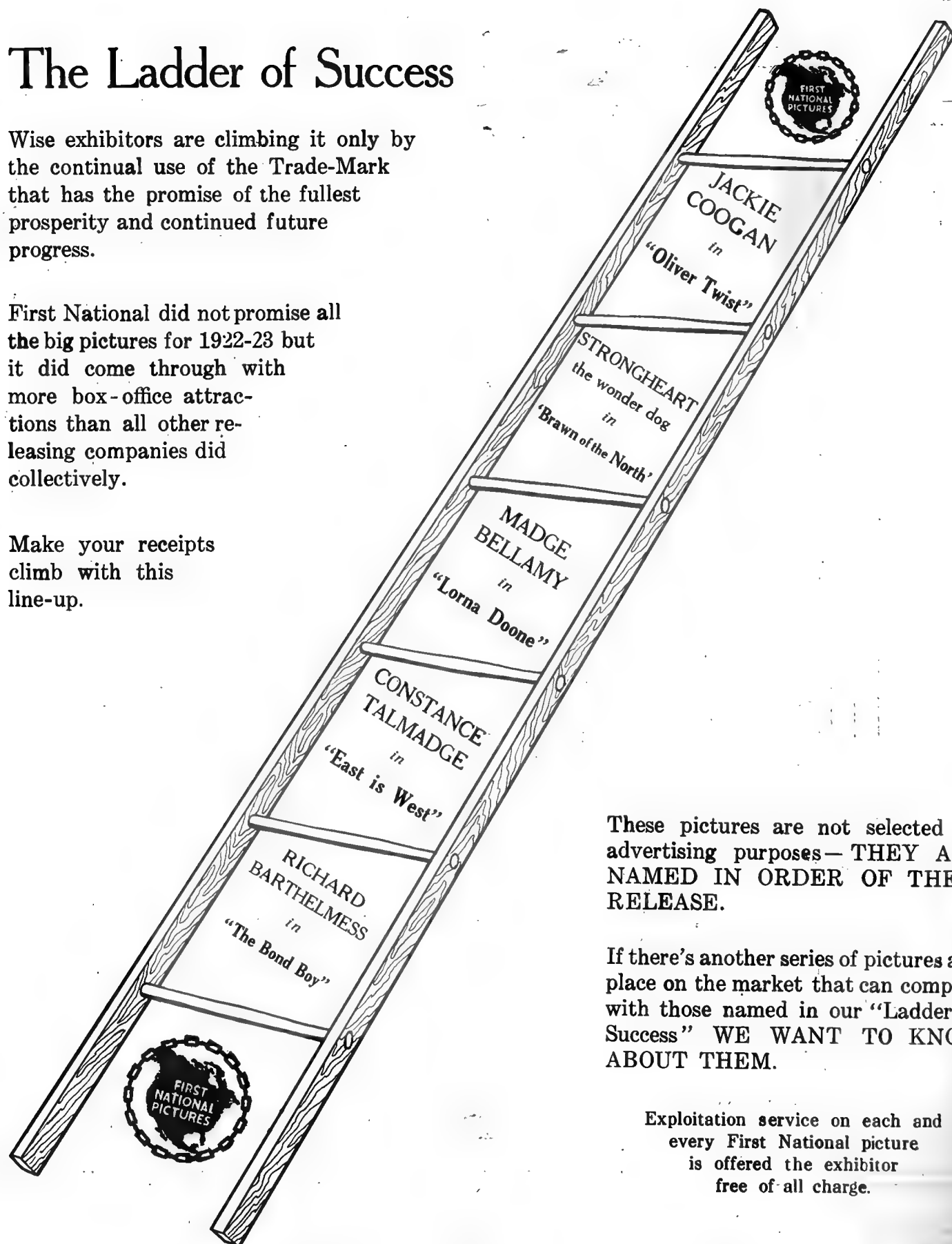
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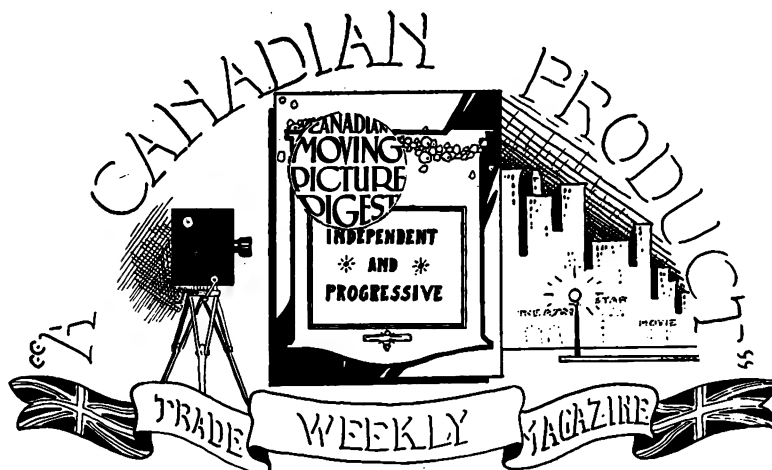
RAY LEWIS

Managing Editor

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DECEMBER 16th, 1922

"FIRST RUN BUNK"

CARL LAEMMLE, president of Universal Films, in a recent statement said: "Most first runs are pure bunk." We have been endeavoring to impress exhibitors with this idea long ago. "Most First Run Houses in the United States and in Canada," states Mr. Laemmle, "are controlled, and to-day, in most cases First Run simply means first exploitation."

If First Runs depended upon merit alone, the First Run Theatre would be conferring a benefit upon all exhibitors, for this theatre would stand as a potent sign to exhibitors, influencing them rightly in their bookings. But First Run Theatres, knowing that the exhibitor has become impregnated with the idea that he will book only that picture which has had a First Run Showing, that he will only pay a decent price for a picture after it has had a big opening, said bigness gauged by its First Run, have worked this idea to their own personal advantage.

If First Run Theatres had no picture interests, that is if they were run by exhibitors who were not affiliated with producers, a First Run Theatre might stand for something fine in relationship to the smaller houses, but despite the fact that some of the men at the head of the theatre part of the affiliation would like to run the theatre independent of production influence, selecting from their affiliation what they consider "best product", the idea does not always work out as they would like it to. Certain conditions and circumstances force them to take the poorer product with the best.

We must not forget the importance of a First Run showing to a production in that the First Run Theatre can afford to give the picture exploitation, publicity and presentation on a lavish scale; and because of the enhanced value the picture receives through this money and effort expended upon it, the First Run Theatre is entitled to some consideration. Exhibitors also come in for the benefits which the First Run House confers, for in playing the picture after its First Run, they have a product which is already advertised.

All ideas are good until they become a fetich, a god, before which we have no other gods. Therein lies the danger of the First Run Theatre, its Absolute Rule.

Every exhibitor who has a good house can make that house a First Run if he will book and pay a fair price for pictures which have not had, what is accepted as, a First Run Showing.

Every exhibitor can make it easier for the Independent producer if he will book the Independent picture of merit, independent of its First Run Showing.

Every Independent Producer can put his product over if he will co-operate with the average exhibitor in

giving him the same amount of publicity Energy which he would offer to the exhibitor of the First Run House.

The Independent Producer bemoans the fact that he cannot get distribution for his product, but refuses to place this product with an Independent Exhibitor, holding off for a First Run in order to get "Big Money." If an Exchange had to depend upon its revenue from First Run Houses, eliminating the bulk of business it receives from the smaller houses throughout the country, how long would that exchange show a profit?

Profits are derived from "mass sales, not from "class sales." We have had that fact very clearly demonstrated in those large merchandise establishments which cater to "mass patronage" and not to exclusive trade.

The products which are in demand by the masses are the products which are found profitable to market. The same rule holds good in the Picture Industry. The picture that plays the most dates, not the picture that plays a few exclusive houses, is the picture which will make money. The picture that pleases the "masses" is the picture which the producer finds profitable.

The First Run House is only made super-important because the producer and the exhibitor, in general, place this mark upon it. Why should an exhibitor refuse to pay as much for a picture which has not had a First Run? Why should a producer make such a desperate effort to secure a First Run? Is it because he gets many times over as much money for this First Run Showing as he can get from another exhibitor? This is worth consideration, but cannot this money be made up in the general distribution, providing the First Run is not available?

We often wonder whether the Producer, or Exchange take into consideration the interest lost upon investment by keeping the picture on the shelf waiting for a First Run? Whether the Producer or Exchange also take into consideration the value of getting a quick market for a product which is not staple, for pictures are of a perishable property in that they depend upon the whim of the public for their market; and that pictures are daily being released with perhaps more timely themes than the one which is waiting on the shelf for its First Run? The First Run Theatre has its place in the scheme of the Picture Industry, perhaps it has First Place in importance, but there is no one thing, human or otherwise in life, which cannot be replaced by something just as good, if not better. All things are good until they become a nuisance. The First Run House is becoming a nuisance because it is showing so much First Run Bunk; and because both producers and other exhibitors believe that they cannot get along without it.

—RAY LEWIS.

Ernest Shipman

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ERNEST SHIPMAN OFFERS FOURTH CANADIAN PICTURE, RALPH CONNOR'S "GLENGARRY SCHOOL DAYS"

ERNEST SHIPMAN announces the completion of his fourth all-Canadian-made production. It is "Glengarry School Days," Ralph Connor's beloved pastoral romance of the Ottawa Valley.

"Glengarry School Days" is the second subject produced by Shipman for Ottawa Film Productions, Ltd., and, like its predecessor, "The Man From Glengarry," another Ralph Connor book, was directed by Henry MacRae.

It is the tale of a puppy-love that matures into an enduring courtship, with a thread of political intrigue woven deftly into the narrative. The high-lights of the production included a thrilling rescue staged on the Ottawa River and Hell-gate Falls, in which the unique river apparatus known as the Rudder Boom is shown in full operation; an actual struggle between a man and a large grizzly bear; and a breath-taking kidnaping of a Senator and his daughter and their forceful imprisonment in the woods.

The cast of "Glengarry School Days" is headed by Pauline Garon,

who, incidentally, is to be seen in Cecil De Mille's forthcoming production, and James Harrison, and includes Wallace Ray, Harlan Knight, William Colvin, Marion Colvin, Alice May and Raymond Peck. The photography was in charge of Barney McGill, and the production has been edited and titled by Kenneth O'Hara.

Canadian distribution is being handled by the recently launched Ernest Shipman Film Service, represented in Ontario and Western Canada, by William Cranston of Toronto, and in Quebec and the Maritime Provinces and Newfoundland by D. A. Burpee and Maurice West, with offices in the Albee Building, Montreal.

James F. Pearson

Hodkinson Representative

James F. Pearson, salesman with Regal, has been appointed special representative for Hodkinson pictures. He will be working out of Montreal.

Educational Films Moving Ground Floor Allbee Bldg.

Canadian Educational Films are in the throes of moving, having given up their quarters in the Famous Players offices and taken the whole of the ground floor of the Allbee Building, Montreal. This is largely the result of the much increased business and of the many demands on this exchange which could not be efficiently met in the cramped space at their disposal.

Basil Horsfall Ready To Release Progress Pictures

Basil Horsfall, who is managing Progress Pictures Mont. reports that he will shortly be offering exhibitors twenty-six 2-reel comedies with Stan Laurel as star in eleven of them, including the now famous "Mud and Sand" travesty. Fourteen of the pictures are Western, with Leo Mahoney, and twelve are "Tales of the Tenements," detective stories. A number of 5-reel Western with Helen Gibson, Josephine Sedgwick and Jack Richardson will also be included. A Big Special is also under negotiation. It is along the lines of "Where Are My Children?"

Original from

Christie Comedy Company Off For Honolulu

A nearly-serious accident on board the "City of Los Angeles" all but called off Al Christie's comedy making trip to Honolulu which began last week, and will keep him and his company away from home until Christmas.

The Christie Company sailed on Saturday but worked at the docks and on board the steamer two days previously, taking scenes of Henry Murdock and Babe London, making their triumphal entry to the boat via a flivver on a derrick.

Babe London, Murdock's leading lady, is probably the screen's most noted stout girl, and her weight is about 250. A slight movement of the flivver on the bias dropped Miss London on the deck, hurting her painfully, but breaking no bones. She took the blow gamely, and when questioned, Saturday morning, as to her injuries, remarked that her back felt better, but she wondered how the boat was doing.

In Christie's company on the way to Honolulu are Henry Murdock, Babe London, Earl Rodney, Dorothy Devore, Miss Anne Christie, Olive Leeds, Mr. and Mrs. M. E. Hageman, Cameramen Alex Phillips and A. J. Stout, Walter Graham and Robert Hall.

Universal Finishes McCutcheon Romance Starring Rawlinson

The latest production of importance to go into the editorial department at Universal City is "The Prisoner", starring Herbert Rawlinson. "The Prisoner" was adapted from George Barr McCutcheon's novel, "Castle Cranecrow," by E. T. Lowe, Jr. Jack Conway, Rawlinson's director in many previous successes, guided the filming of the romantic novel. An imaginary kingdom in Europe is the locale of the principal action and the production included many picturesque scenes not within the scope of an ordinary motion picture. The cast is unusually strong. Eileen Percy, star in her own right and one of the leading women of "The Flirt", played opposite Rawlinson. Principal figures in the colorful story were portrayed before the camera by Rawlinson, Miss Percy, Bertram Grassby, June Elvidge, George Cowle, Lincoln Stedman, Gertrude Short, Lillian Langdon, Bert Sprotte, Boris Karloff, Esther Ralston, Hayford Hobbs and Mario Garillo. The atmosphere of "The Prisoner" is in line with current tendencies of the theatre-going public, which seems to enjoy romantic stories.

English Films Not As Strong Through Maritime Provinces

English films are not as strong in the Maritime Provinces as they were a year ago. English films were exploited in the Maritime Provinces for a year, and three English firms opened exchanges in St. John, covering the Maritime Provinces.

Fight Pictures Popular Good Business Maritime

At the Opera House, St. John, the Leonard and Tendler films were shown, starting at half past ten for two consecutive nights. Good houses were secured each performance, there being one show each night. Thus the picture did not interfere with the normal policy of the house.

All of the boxing pictures that have played the Maritime Provinces in recent years have shown to good business. These include the Carpentier-Lewis, Dempsey-Carpentier, Leonard-Britton, Leonard-Tendler, Dempsey-Brennan bouts.

Two Reels Before Tabloid Musical Comedy Playing Houses Maritime

All of the houses playing musical comedy tabloids for limited engagements in the Maritime Provinces, have united in the practice of showing two reels of motion pictures before the start of each show.

J. A. Kraker Wins Prize Also Miss Thurston Motion Picture Review

Miss Thurston of the Canadian Releasing Corporation, and J. A. Kraker, manager of the St. John Opera House, were among those winning prizes in the competition now being held by the Motion Picture Review, published in St. John.

FOR SALE.

A Powers' Moving Picture Projecting Outfit complete, including machine spools, curtain, fire-proof screens to house machine while operating; small repair outfit; stock of carbons. Outfit complete in heavy metal-clad trunks. This outfit can be purchased for three hundred dollars, originally costing between eleven and twelve hundred dollars. Do not reply unless you mean business and three hundred dollars is the lowest figure we will take. Parties interested would have to view this outfit to appreciate the sacrifice. Apply to R. H. Pattison, 43 Main Street East, Hamilton, Ont.

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....

SIMON MERETSKY CLOSES DEAL STOCKHOLDER'S LOEW'S, WINDSOR, ONT., OPENED DEC. 11, AS CAPITOL

SIMON MERETSKY, owner of the Windsor Theatre, and originally part owner of the Walkerville Theatre, has closed a deal with the stockholders for the Loew's Theatre at Windsor, Ontario. In Mr. Meretsky's own words, "We will start to operate same on Dec. 11th, 1922, the name of the theatre will be the Capitol Theatre from that date on.

The company consists of Simon Meretsky, owner of the Windsor Theatre, and Edward Glassco, owner of the Empire Theatre, and the Hon. Dr. Reaume.

After Dec. 11 the doors of the Empire Theatre will be closed and the Windsor Theatre, which was formerly

a vaudeville and picture house, will be a straight house.

In the past the best pictures that were ever made were shown at the Empire Theatre, and the same policy will be taken over to the New Capitol Theatre.

Five acts of the best vaudeville that can be obtained will be shown with every change of pictures.

The Capitol has without a doubt one of the finest theatre lobbies in Canada. The interior decorating and scenic accessories are the best that has ever been introduced into any theatre in Canada or the United States.

FILMCRAFT STUDIOS TO RELEASE 'SATAN'S PARADISE' CANADIAN-MADE FEATURE

QUITE the most important bit of news from Canadian Motion Picture Circles, recently is the announcement from the Filmcraft Studios, Toronto, to the effect that they have completed production on their feature presentation—a seven-reel picture, said to incorporate with most happy effect all those essential elements which provide genuine entertainment and box office possibilities.

It has been suspected for many weeks that the interesting silence which has enveloped the Toronto firm's studios meant something very much out of the ordinary; but it was not contemplated that the secret, when sprung would take shape in the form of a big all-Canadian feature of "Satan's Paradise" magnitude, in which—unless the critics are all mistaken—the happiest possible choice of situations are woven into a story of unquestionable dramatic power.

The reception of "Satan's Paradise" at the hands of the Canadian public is destined to be a genuinely cordial one, for, in this picture is a definite answer to the question "Can pictures be independently produced in Canada?" As to the picture's competitive possibilities, the review in the Globe, Toronto, Dec. 7th, says in part: "The whole production compares well with the best importations from Hollywood and the big foreign studios."

The happy plane reached in this picture is assured by the delicate hand-

ling of a whimsical love story, the superb beauty of the motor love theme which dominates—without effort—the entire picture, and finally through the introduction, for novelty, of an unusual underworld element which provides the necessary thrilling moments of the drama. In this connection the picture will meet with a phase of society which is rapidly assuming proportions hitherto undreamed of.

One of the strong counterplot phases of the picture deals with the mother's effort to ascertain the truth about her son's fate, after she has received the report that he is missing from his unit in France. She is drawn into meshes of "Spiritualism"—and meets with all the scheming exponents of this world-like new theology, which has gained such a footing at the expense of war-bereaved womanhood.

"Satan's Paradise" is remarkable in that it gives to its Canadian Producers, the distinction of having made the first and only authentic screen expose of the practises of fraudulent mediums, and makes even more baffling the continued support in this dangerous cult of such intellects as Sir Arthur Conan Doyle, that genius of Sherlock Holmes, Sir Oliver Lodge, Lombroso, Flammarion, Lady Glenconner and scores of other notables in the arts and letters world.

Commenting on the picture after its initial screening, Dr. J. P. Treacy said: "In the interest of clean, moral

amusement I feel called upon to endorse the new motion picture. This play is well worth while. It is a treat for all men, women and children who will have the good fortune to see it."

As we go to press an announcement is made to the effect that Famous-Players Film Service have arranged for the distribution of this picture.

Progress in British Pictures; Twenty Companies at Work

H. M. Trade Commission, F. W. Field, forwards the following interesting item clipped from the daily press. It is of interest in that it records the progress which has been made with picture production in the United Kingdom.

"During the past few months the film world has been astounded by the remarkable strides that have been made by the British film industry.

"In the past the screens of the world have been dominated by American films, until two hemispheres were in danger of becoming Americanised; now the centre of gravity is shifting from America to Europe, and the hub of the film universe from Los Angeles to London.

"The reason and the evidence of this are seen in the advance of quality in recent British productions, and also in the fact that more and more British films are being shown on American screens."

In connection with the above it may be noted as evidence of the present healthy conditions in the British film industry that 20 producing companies are at work on 32 films to be completed in the near future."

B. F. Zeidman Producing "The Spider and the Rose," Fourteen Stars in Cast

Another independent production which looks most promising is "The Spider and the Rose" now being produced by F. B. F. Zeidman, at the United Studios, Calif. Mr. Ziedman, first came to the attention of the Trade through his publicity for Douglas Fairbanks, and Mary Pickford.

It takes courage to assemble such an array of stars for one production but Mr. Ziedman probably has the courage of his convictions. Among those who will appear in "The Spider and the Rose" we find such names as Alice Lake, Gaston Glass, Robert McKim, Noah Berry, Frank Campeau, Edwin Stevens, Joseph Dowling, Otis Harlan, Alec Francis, Little Richard Headrick, Andrew Arbuckle, Harry Northup and Louise Fazenda.

To All My Friends—

In the profession, among the exhibitors and in the vast army of motion picture lovers, I extend my sincerest wishes for

**A Wonderful
Christmas and
A Happy and
Prosperous
New Year**

THOMAS MEIGHAN

P.S. Look for my coming Paramount Pictures: "Back Home and Broke," by George Ade, and "The Ne'er Do Well," by Rex Beach, both directed by Alfred E. Green.

direct to the public in the form of a ten per cent. addition to such admission cost. Grumbling—if any there was—was and is being directed against the Provincial Government, and not against the theatre manager, since it was clearly indicated that the former were the sole beneficiaries of the tax which the latter had been up to last week bearing. It is understood that strong representations are being made to the Government on the subject. It is being pointed out that with a Liquor Commission bringing in something like four million dollars' clear profit yearly, it is highly unfair to tax the theatres so heavily and that a considerable remission of taxation is due. So far there is nothing to report of the way things are going, but if the Government prove obdurate, it is the people who will pay, and the Government, who will possibly, when the provincial elections come around early next year.

The position of the Montreal theatres is onerous in the extreme. The house pays first of all a license tax of \$500. Thereafter the charges are as follows: Fifty cents per seat to the city; a special tax for motion picture operators and electricians; assessment for the whole year on premises only occupied and used for forty weeks; special taxes for canopy, electric signs, motors and boilers; the usual civic taxes for schools, water, local improvements, snow cleaning and business. Add to all this, ten per cent, of the gross receipts each week in addition for the Amusement Tax.

Canadian Releasing Corporation Show At Strand, Montreal

Canadian Releasing Corporation are shortly releasing "Timothy's Quest", a picturization of the well-known Kate Douglas Wiggin novel. They also will release soon "The Woman He Loved" and "When the Desert Calls". All these pictures will be showing at the Strand in Montreal. An Eddie Polo serial, "Captain Kidd" will be showing at the same theatre in the New Year.

MONTREAL EXHIBITORS PLACE TAX GRIEVANCE BEFORE THEIR AUDIENCES

MATTERS have at least come to a head in Montreal, in regard to the heavy cost of upkeep of the picture theatres, incidental, very largely on the burden of the Amusement Tax. To give but a single instance the Capitol Theatre alone paid well over \$1,400 for this item alone in a single week recently, and it has been the custom of that theatre and of the Allen, to pay the Amusement Tax inclusively in the cost of admission to seats. The burden was rapidly turning the profit

and loss column of these houses into a permanent debit balance until the respective managers brought the matter fully and frankly to the attention of their patrons. They exhibited every night on the screen just prior to the showing of the feature picture, at a time when the theatre was full, a statement on the screen fully setting forth the amount of the Amusement Tax that had been included in the price of admission and announced that for the future such tax would be charged

Board of Trade Number Compliments Imperial, St. John

The Maritime Board of Trade Number of the Busy East contained a splendid article on the Imperial Theatre, St. John, and the important place which this place of amusement holds in this community.

Great interest is being shown in St. John in the screenings of the Carpenter-Siki fight.

HODKINSON PICTURES



A Liberal Reward

will be offered for

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“Bulldog Drummond”

Dead or Alive

FAMOUS PLAYERS FILM SERVICE

Toronto

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HODKINSON TRIART SERIES TO PLAY IMPORTANT ENGAGEMENTS THROUGHOUT CANADA

HODKINSON'S Triart Series, short subjects of super-strength and quality, have been booked at the Imperial Theatre, Ottawa; Castle Theatre, Guelph; Web, Niagara; Allen, Montreal; Lambert, Welland. "The Beggar Maid," the first of the series, when released in the United States, made a most favorable impression and was hailed by the press of the country as the greatest advance in motion pictures. "The Bashful Suitor," a simple and appealing story of Dutch life, produced with all the infinite attention to detail which made "The Beggar Maid" one of the most widely discussed pictures of the year. "The Young Painter," another of these two-reel Hodkinson classics, stars Mary Astor in a romance that sets an entirely new standard in the short-subject field. "Hope" completes the first of the four Triart two-reelers. Mary Astor is again the star, being cast for the role of the belle of a French fishing village whose steadfastness was the inspiration for a masterly painting

by Watts. Critics have unanimously agreed that "Hope" is among the most finished two-reel pictures yet produced. Among the many reviews on "Hope," we select the following:

"A Triart production of delicacy and discrimination. Because it has Mary Astor, who indeed may be called part of the hope of the film. It can be enjoyed by highbrows and also persons whose hats have no difficulty in reaching their eyebrows." *New York Sun*.

"The direction and the acting in this little drama are flawless. The cast which support Miss Astor are so good that special mention should be made of them."—*New York Tribune*.

"Is This Hope," a good motion picture? And the answer is, yes, in many ways. And Mary Astor, who plays the leading role in the story, is not only a lovely young woman, but a quite intelligible actress. So the picture has much to recommend it."—*New York Times*.

FIRST NATIONAL'S DECEMBER LIST KEEP UP STANDARD PROMISED

FIRST National announces for release on its December schedule two comedy dramas, Marshall Neilan's "Minnie" and Thomas Ince's "The Hottentot," and two straight dramatic offerings, Oliver Morosco's "Slippy McGee" and Richard Walton Tully's "Omar, the Tentmaker."

Neilan's "Minnie" stars Leatrice Joy and Matt Moore, who are supported by George Barnum, Josephine Crowell, Helen Lynch, Raymond Griffith, Dick Wayne, Tom Wilson and George Dromgold. Frank Y. Urson assisted Neilan in the direction.

Tom Ince features Douglas McLean and Madge Bellamy in his picture, "The Hottentot," a story of horses and horse racing. In this cast are Lila Leslie, Martin Best, Stanhope Wheatcroft, Raymond Hatton, Dwight Crittendon, Harry Booker and Bert Lindley. James W. Horne and Dol Andrews directed under Ince's supervision.

Guy Bates Post is the star in Richard Walton Tully's picture, "Omar, the Tentmaker," and will no doubt duplicate the success of "The Mas-

querader." Like "The Masquerader," "Omar, the Tentmaker" has the advantage of having been a successful stage play. James Young directed this feature. Among those in the cast are Virginia Brown Faire, Nigel de Bruiliere, Noah Beery, Patsy Ruth Miller, Douglas Gerard, Will Jim Hatton, Boris Karloff, Maurice Flynn and Evelyn Selbie.

The Morosco picture is "Slippy McGee," adapted from the book of that name by Marie Conway Oelmer. Colleen Moore and Wheeler Oakman are featured. Others in the cast are Pat Moore, Sam De Grasse, Edmund Stevens, Edith Yorke and Lloyd Whitlock. Wesley Ruggles directed it.

New House For Spencer, Charlotte St., Near Unique Theatre in St. John

F. G. Spencer of St. John, N.B., of the Spencer circuit of picture houses in the Maritime Provinces, intends to build a new house starting in the spring on Charlotte street, near the Unique Theatre, St. John.

"East is West," With Constance Talmadge, a Delightful Film Play

Reviewed by S. Morgan Powell.

FEW plays of recent years have proved more enjoyable than the romantic story of little Ming Toy, the dainty Chinese maiden saved from a slave sale by a young American and taken into his home to save her from an even worse fate in San Francisco. Miss May Bainter played the role with rare charm upon the stage. Now it has been made into a motion picture, and Miss Constance Talmadge plays it with equal charm upon the screen.

This is one of those rare instances in which the director has not felt it incumbent upon him to prove his cleverness by changing every scene and every intent of the author of the play. On the contrary, he has adhered strictly to the stage version, and the result is an entertainment of surprising picturesqueness, in which comedy and romance are deftly blended and which illustrates the possibilities of the screen to convey emotional conflict with vivid realism.

Miss Talmadge makes a perfect little Ming Toy: Her daintiness, her personal charm, her gift of comedy, her swift change from mood to mood, her impulsiveness, her naive imitation of western plays, all combine to make her portrayal a thing of distinction not often found upon the silver sheet. She is a real artist of the shadow-drama, and she understands so well how to color an emotional moment, how to indicate, by delicate shades of expression, changing thought, and show all the real significance of gesture conservatively employed.

She succeeds in reproducing for this silent drama the intense romantic appeal the spoken drama held. This is a rare achievement on the screen, but that it has been accomplished in this instance is due not only to Miss Talmadge's own histrionic ability but also to the sincerity and directness of purpose that have obviously animated the director throughout the production. The tale is delightfully told, charmingly acted, and set against a background that is redolent of Oriental charm and the vivid juxtaposition of Eastern and Western ideas.

Photographed with unusual artistry and in every respect faithful to the author's original intention and design, it may well serve as a model of a picture made from a play. Nobody who saw the play will be disappointed with the film. Those who never saw the play will find in the picture a work of genuine art they cannot fail to enjoy. —*Montreal Star*.

MGR. MORRISON, STAR, MEAFORD, TO PRESENT "THE FOUR SEASONS" LOCAL NEWSPAPER QUOTES DIGEST

MGR. MORRISON, of the Star Theatre, Meaford, is putting on a special show in honor of the coming of Santa Claus, to Meaford, Ont., Dec. 12th. Coupled with a two-page announcement of Santa Claus Coming, is Mgr. Morrison's invitation to the children to attend a free matinee on Tuesday, at the Star Theatre, two matinees will be given so that each child can get in to see the picture. And the feature for the Xmas spirit celebration selected is Vitagraph's "The Four Seasons," heralded as "A Wonderful Nature Picture"—and with an admonition "Don't Miss This Rare Treat."

The local paper comments upon the presentation of "The Four Seasons" as follows:—

First Showing in Ontario

By putting on a special show in honor of Santa Claus' coming, Mr. J. A. Morrison of the Star Theatre, has seized the Christmas spirit with a vengeance—and has secured a wonderful new film that has never been shown even in Toronto.

It depicts the various seasons of the year, showing how the different animals change their fur, the deer their horns, and the whole variation of nature throughout the year.

Posters are distributed around town showing just how beautiful this film really is. The expense of a "first show-

ing" is heavy, but Mr. Morrison says that nothing is too good for Santa Claus, and he has ordered the film, getting in ahead of the Toronto and all other theatres in booking it.

The film is both attractive and marvelously entertaining. While in Toronto recently, Mr. Morrison saw a private filming of the picture and at once decided that it was the thing to honor the visit of Santa Claus.

This pageantry of nature on the silver screen is described by Mr. Morrison as being more instructive than the dictionary, encyclopaedia, geography, history, or all the books which deal with natural information.

The Canadian Moving Picture Digest states in its last issue that "no first-run theatre has availed itself of presenting this attraction to the public which would reflect its glory upon the house in which it is shown.

Personally, we're going to see that picture or know the reason why!

The picture will be shown on Monday and Tuesday nights, with a free matinee for children on Tuesday afternoon at 2.45. Country children will be admitted first, and a second free show given if necessary to let all the kiddies see it.

(Still waiting for a big house in Toronto. To show its appreciation of a big effort and a bigger result by presenting "The Four Seasons" as it should be presented.)—Ed.

alone." No further reference is made or shown which reveals the manner of this intrepid explorer's death; and this is a further indication of the merit of "Man vs. Beast," having the quality it needs no clap trap tragic publicity to present it.

I am still laughing at "Look Out Below," a Mermaid comedy, in which Lige Conley and Don Barclay move with lightning-like rapidity and perform feats which almost make you lose your breath in fright, the kind of fright which is so closely allied to laughter. It is the "fattest" two-reel promise of fun which any exhibitor can offer his audiences. It will make them laugh if there is a laugh left in them.

The story revolves around two "travelling men," track-walkers, although not of the Thespian order, who arrive in a town noted for its "Lily of the Alley." Nature never conceived anything as "hard-crusted" as this "Lotus Bloom." The game of "come seven, come eleven" attracts "the lily" and one of our travellers gets a "hunch" to induce "the lily" to stack all his winnings, including his watch, tie-pin, etc., upon "a throw of the dice." Our traveller subsequently finds the air laden with dynamite when a pair of sixes rolls under "the lily's" hand. The pursuit and escape of our traveller, accompanied by his "tourist companion" places the next scene of action upon an ocean liner.

Tourists unaccompanied by fares are undesirable and our traveler again finds himself pursued and pursuing a "lady of much charm." "The Lily" appearing on board adds to the complications of our heroes, one who eventually finds himself "Overboard."

A life-preserver which is thrown to him attracts the attention of a seal, who cries "ship ahoy" and swims away with it, leaving us in doubt as to whether our dampened, but still persistent wooer furnishes food for the fishes or not.

There are so many hilarious bits of business, such as the contact with the live wire, the action of the fox terrier in relationship to the chocolates of his mistress, his subsequent interpretation of what constitutes mal de mer, the attempts of one of our heroes to impress the "lady of charms" with a display of gallantry, the side-splitting consequences to the lady's aunt, that it is impossible to enumerate them.

"Look Out Below" is a comedy which stamps its producer-director, Jack White, as a fun producer distinctive. In addition to the excellent work of the human players, the dog is worth the price of admission. No vaudeville artist has ever given his audience a more amusing example of sea-sickness.

RAY LEWIS REVIEWS "MAN VS. BEAST" "LOOK OUT BELOW"

"MAN vs. Beast" had its first run showing at the Cum Bac theatre during the week Mgr. Bailey introduced a Feature Novelty bill of Educational subjects. It reveals a record of a European hunter, Louis Shuman, who secured the material for "Man vs. Beast" during his two-year sojourn in Africa.

Although dealing with the acquiring dead and alive of the denizens of the jungle, the picture through the excellence of its photography and the attention paid to the relationship of interest, action and climaxes furnishes one of the very best selections of features of this kind.

As children we have often heard of the hippopotamus and of the rhinoceros, words that suggested monsters as huge and as important as Jonah's Whale. As grown-ups the

impressions of childhood remained indelibly imprinted in some secret recess of memory; and in witnessing "Man vs. Beast," we saw these children of our brain, huge, bulky, enormous, ugly almost to impossibility, as deadly in their attack as the dreaded cobra, conquered by a man who, minute in stature, in comparison to these beasts, proved the quality and superiority of the man species of the animal kingdom by demonstrating why he was master. To call Shuman "King of the Beasts" might not sound like a compliment; and yet king by right of conquest, of victory, he is, or was, would be more correct, for Shuman did not return to win the laurel wreath for his achievements. Laden with the trophies of his victory, a line at the end of this feature states: "And here our brave leader took the trail

"THE MAN FROM GLENGARY" ENJOYS DOUBLE PAGE SPREAD LOCAL PAPER

FOR the premier presentation of "The Man From Glengarry," an Ottawa-made feature, at the Imperial Theatre, Ottawa, for two weeks starting Monday, December 11, a unique publicity tie-up was put across in the *Ottawa Journal* of Saturday, December 9. A two-page spread was used in the *Journal*, in which the theatre, the producing company and those identified with the supplying of equipment for the making of the feature, co-operated in the advertising.

Twelve firms which had supplied material for the making of the picture took good advertising space in the two-page display. These included George Higman & Son, painters and decorators; Photographic Stores, Limited, who supplied an Acme Mo-

tion Picture Projector which was used in the editing of the film; Modern Dress, Limited, who supplied the printed matter; Pringle & Perley, the firm who underwrote and featured the undertaking; Cecil Taxis, which supplied taxicabs to transport the cast; Just Motors, Limited, Costello, Crowe and Bellamy, electrical contractors, Ottawa Electric Company, electrical service; Ottawa Film Productions, Limited, the producing company itself; M. Landreville, Harry Brouse, proprietor of the Imperial Theatre, and others.

The combined advertisements, with appropriate reading matter, formed a fine introductory stunt for the feature in which many Ottawa people have been entirely interested.

"TURN TO THE RIGHT" CODE USES POWER OF THE SCREEN

THE Provincial Government of New Brunswick, in its recent advertising campaign to notify the public of the change of the road rule, used five prints of a film illustrating the "Turn to the Right." The film showed a car on the left approaching a silent policeman. The driver leaned out of the car, observed the rule "TURN TO THE RIGHT" then drove his car to the right. Then followed wording stating that "NEW BRUNSWICK

OBSERVES UNIVERSAL ROAD RULE "TURN TO THE RIGHT" AFTER DECEMBER FIRST." Six weeks' advertising was done throughout New Brunswick circuits, five prints running simultaneously. Hon. Peter Veniot received congratulations upon his enterprise and the up-to-date method used for this publicity.

Slides were also used to make this change known to theatre audiences.

George Rotsky Visits Ottawa In Connection With Chain of Theatres

George Rotsky, Montreal representative of Allen Theatres, Limited, was a visitor in Ottawa, Ontario, during a portion of the week of December 4, following up the visit locally of Bernard Allen, father of Jule and J. J. Allen, Toronto. It is understood that Mr. Rotsky's visit had to do with recent important developments in the Ottawa Valley, in the taking over of the O'Brien chain of moving picture theatres by the Allens personally.

Popular H. R. Walker Visits St. John, N.B.

H. R. Walker, of Dartmouth, who is the successful manager and owner of a number of theatres and deservedly popular among his patrons and associates, was a recent visitor in St. John, N.B.

"Blue Water" Nearly Completed Ernest Shipman Canadian Picture

Production of the New Brunswick Films, Limited, first film, is nearing completion at the studio in St. John. "Blue Water" is the title, the scenario being adapted from the book of that name by Frederick W. Wallace. It is a fishing story, and the Bay of Fundy has been used as the locale. New Brunswick Films, Limited, plan another production to start in the late winter or early spring, and which will be filmed entirely in New Brunswick as is the case with "Blue Water." Distribution under the general direction of Ernest Shipman of New York City, who organized the New Brunswick Films, Limited. Stock in the company is being offered by J. M. Robinson and Sons, of St. John, the underwriters.

Manager T. Pringle Visits Vitagraph Exchange Lure of "Four Seasons."

Manager Pringle who recently opened the Kenwood theatre on Bloor Street was lured into the Vitagraph offices by the appeal and comments on "Four Seasons." It appears that Mgr. Pringle has a projectionist who reads the *Digest* on his own and noting our editorial regarding "The Four Seasons" brought this picture to the attention of his manager. Now Mgr. Pringle is arranging a screening and he is not alone. Vitagraph is being kept busy arranging screenings for a large number of exhibitors who are wondering how it happened that they missed a "real one."

"No Luck"

For the first time in his comedy career Lloyd Hamilton discards his comfortable big shoes for ordinary footwear in "No Luck," the third of his new series of Hamilton Comedies for Educational. Incidentally the agony over the new shoes which he displays in this picture is not all feigned. They hurt! They were so tight the buttons popped off while he was dancing with his girl. When the scenes in which he wore these new shoes were finished Hamilton resumed his beloved big shoes with delight.

Daring Robbery Committed Gaiety Theatre, Winnipeg

A thief approached the wicket of the Gaiety Theatre, Portage Ave. and Colony, and throwing down a fifty-cent piece, asked for a ticket. The money was deposited with such force that it fell upon the floor, whereupon the cashier stooped to pick it up. The thief struck the cashier over the head with a hard object and reaching under the wicket seized all the money he could get his hands on. The girl, who had fainted, was unable to send in an alarm, but another girl informed Mgr. Vance, what had happened, but too late for the pursuit or capture of the thief. The robbery was most daring in that it occurred during the regular hours of the evening performance and was done so quickly and effectively. The thief got away with about seventy-five dollars.

W. J. Richardson Sued For Divorce in St. John

William J. Richardson, formerly of St. John, where he was employed in motion picture theatres as an operator, has been sued for divorce by his wife, who lives in St. John. Richardson is now in New York City. He has been married about four years.

Held Over For The Second Week!

At Allen Theatre, Toronto



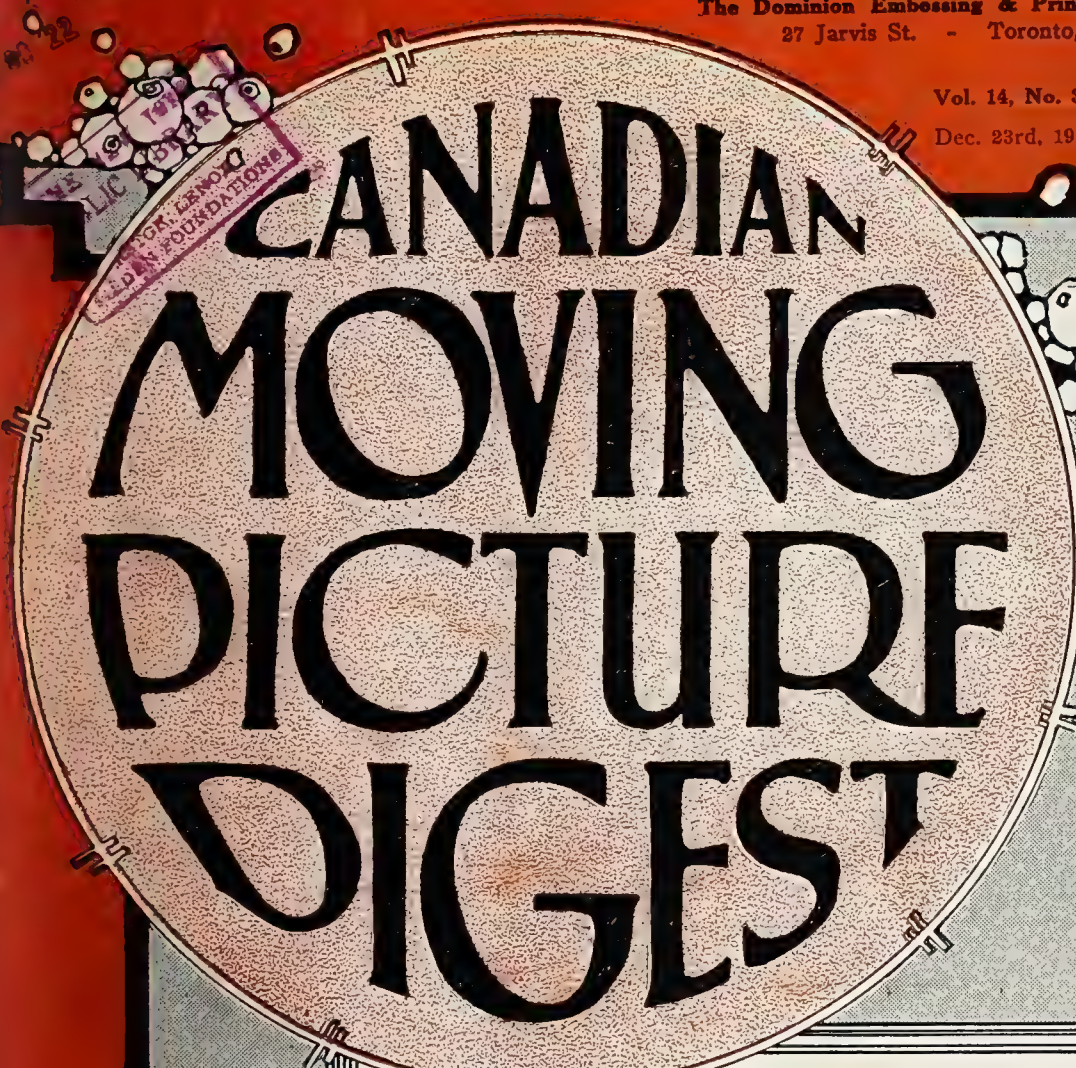
All the superlatives in the dictionary could not drive home a message truer than an extended run--and it's just one of 30 more to follow.

Here's Little Ming Toy, who comes cuddling close to your heart in a romance and drama of white love and yellow. Here--joy such as you never hoped to find.



Yesterday offered as a slave on the Love Boat at Shanghai--today sought as a white slave in Frisco's Chinatown--caught in the whirlpool of color-conflict when white man and yellow love her. Delightful, poignant, winking, wooing, smiling, sobbing, little Ming Toy--audiences laugh over her, cry over her

It's First National's Guaranteed Box-Office Tonic



CANADIAN MOVING PICTURE DIGEST

First National Greet's You

To every person within this
industry we extend a Christmas
of utmost happiness. . . .

That the New Year will dawn
with prosperity and promise of
future progress

Is Our Sincerest Wish

TORONTO, CANADA,
DECEMBER 23rd, 1922



JIMMIE ADAMS

Cameo

CLEAN CUT COMEDIES



VIRGINIA VANCE



E. W. HAMMONS PRESENTS

CRASH

Featuring

JIMMIE ADAMS

With Virginia Vance

CRASH, the first of Educational's series of twenty-four one-reel CAMEO COMEDIES, will be released.

Cameo Clean-Cut Comedies are fast—mighty fast! They are productions; not the type of so-called comedy exhibitors are accustomed to receive in one reel.

The casts are headed by JIMMIE

ADAMS, supported by Virginia Vance, a new-comer to the screen but a young lady of marked comedy ability.

Educational's Branches will be pleased to screen CRASH for you, and a little later PITTER PATTEN and ONCE OVER also.

We advise your early inspection.

They are among Educational's Nationally Advertised Short Subjects



They are among Educational's Nationally Advertised Short Subjects

CANADIAN EDUCATIONAL FILMS LIMITED

TORONTO—S. B. Taube, 277 Victoria St. WINNIPEG—S. Brint, 504 Film Exchange Bldg. Hargrave St. E.

MONTREAL—Wm. E. Allan, 12 Mayor St.

CALGARY—T. H. Davey, 316 Eighth Ave.

ST. JOHN—S. Jacobs, 39 Waterloo St.

VANCOUVER—C. R. Dippie, 553 Granville St.



Famous-Lasky Film Service



Wishes

A

Merry Xmas

and

A Happy and Prosperous

New Year

To All Exhibitors

Compliments of the Season from
ERNEST SHIPMAN

WHO ANNOUNCES HIS

Canadian Successes

Past

"Back to God's Country"
"The Sky Pilot"
"Nomads of the North"
"Golden Snare"
"Cameron of the Royal Mounted"

Present

"The Man from Glengarry"
"Glengarry School Days"
"The Rapids"
"Blue Water"
"Viking Blood"
"Latin Love"

Future

"Every Man for Himself"
"Chivalry of Keith Leicester"
"Black Rock"
"The Prospector"
"Patrol of the Sundance Trail"
"Bulldog Carney" and many others

The Canadian Productions you have played successfully
and those you will play to even greater success.

Ready-made Canadian Exploitation for Canadian Exhibitors

Golden Opportunities to be Had for the Asking.

Ernest Shipman has made Canadian Film History. He
awaits the co-operation of Canadian Exhibitors in
establishing a permanent Canadian Film Industry.

Personal Canadian Representatives—

W. CRANSTON,
Ontario and Western Canada

Messrs. BURPEE & WEST,
Quebec and Maritime Provinces

Released thru

Canadian Educational Films Limited

Montreal Toronto St. John Winnipeg Calgary Vancouver

This Means Something to You

Goldwyn Pictures
It Means a Lot to Your Patrons

THE FAMOUS PLAYERS FILM SERVICE

Wishes You and Yours

A MERRY CHRISTMAS

and a

Bright and Prosperous New Year

Did You Hear What

"HUNGRY HEARTS" Did at the
Allen, Montreal?

Did You Read "Variety" About

"HUNGRY HEARTS" At the Capitol,
New York?

\$44,000 on the Week! Oh, Boy!

After the dark clouds "pre Xmas" business
comes the silver lining, "Goldwyn Attractions."

A GOLDWYN PLAYED IS A PROFIT MADE

"BEN HUR" The Director ? You'd be Surprised

Famous Players Film Service

Toronto

Montreal

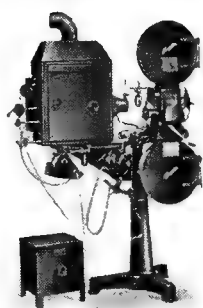
St. John

Winnipeg

Calgary

Vancouver

EXCLUSIVE DISTRIBUTORS OF



Simplex
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CANADIAN THEATRE SUPPLY COMPANY

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CHAS. A. DENTELBECK
PRESIDENT

EXPERT MACHINE
REPAIRING
OF EVERY DESCRIPTION

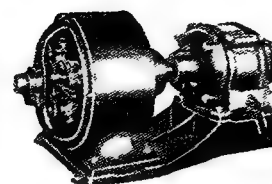
TORONTO

MONTREAL

WINNIPEG

VANCOUVER

TWO ARCS AT
ONE TIME



G. E. MOTOR
GENERATOR
COMPENSARCS

Yuletide Good Cheer and a Happy and Prosperous New Year

C. A. Dentelbeck

CANADIAN THEATRE SUPPLY CO.

The Season's Greetings

To

Canadian Exhibitors

From

Canada's First Producing
Company

Filmcraft Limited

Current Release "Satan's Paradise"

Before Buying Pictures Read The Digest Advertising Pages.

Yours Will Be a . . .

MERRY XMAS

and a

HAPPY NEW YEAR

If you will book Universal's New
Series "LEATHER PUSHERS"

Playing The Following Leading Theatres
Throughout Canada

Pantages . . . Toronto
Pantages . . . Hamilton
United Theatres Amuse-
ment Circuit . . . Montreal
Pantages . . . Vancouver
Capitol
Pantages . . . Winnipeg



Capitol Calgary
Capitol Regina
Empress Edmonton, B.C.
Capitol Victoria, B.C.
Imperial St. John, N.B.
Casino Halifax

CANADIAN UNIVERSAL FILMS LIMITED

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Before Buying Pictures Read The Digest Advertising Pages.

Merry Xmas



HIS Xmas comes with an abundance of good cheer. Eat, drink (if you get it) sing, dance, chaff, laugh. We have had a bountiful year. No hot-weather plague, no epidemics, no plague of poor pictures. Each producing centre competing with each other in the production of pictures made for making money. Each exhibitor competing with each other in the presentation of their attractions; and the development, even though it is still just faintly discernable, of a power of selecting pictures which belong to his particular theatre.

Let us be Merry. We are starting to criticize ourselves. We find that a great deal which has been said about us can be depreciated, but some of it sticks through the power of affinity. In other words, it remains where it belongs. In this acknowledgement, lies our hope, for no man remains happy in his imperfections, when he once assumes the power of agreeing with himself, that he is in the wrong. Producers are agreed upon the necessity of making pictures which are artistic, but artistic enough to have a box-office appeal. Exchanges are agreed upon the fact that it does not pay to play with an exhibitor's confidence, no exhibitor needs one particular exchange to keep him in business. The exhibitor is beginning to think; and in thinking remembers those who can be depended upon to give him a square deal. The exhibitor is beginning to realize that he too has to play fair, for no exchange has to depend upon any one particular exhibitor to remain in business and fair play must be reciprocal in order that benefits may be derived.

Let us be Merry. The principle of "Fair Play" is beginning to make itself felt in our business. Unfair business tactics are not passed by with a sly nod or a wink of the eye. Our old standby on quotations, Shakespeare said: "Assume a virtue if you have it not." Some of us, not being really ladies and gentlemen, are assuming the manners of such; and feeling comfortable about it. We are assimilating the principles of gentility and with the assumption are making characters. Let us be Merry. I heard an exchange manager say, in hearing of a scandal in relationship with our business: "I have children, you have children, what shall we say to our children when they ask us why other children point to them and say: 'His father's in the Moving Picture Business.'" We are determined to make the industry which we represent of such a character that children will point to our children with pride.

Carve the Picture Turkey, pass your plate, plenty of stuffing and gravy for everybody. Cranberry sauce, whipped potatoes, as creamy as any epicurean's appetite could desire, almonds and raisins, oranges, grapes, candies, English plum pudding, all alight with real brandy as sauce. No crowding, pushing, grabbing or jostling. Good service, and plenty for everybody. If you are served last, don't grumble, remember the adage about he who laughs last. If you are served first be thankful and grateful, you got your laugh in first. Above all, keep on laughing and be Merry.

Some people develop a grouch because they are under the impression that the "kicker" always gets good Service and Product. We have heard of "kickers" being poisoned. It is much better to be a Good Fellow, you live longer. Now there's a difference between being a Good Fellow and a Damn Fool. Smile about what you want, and keep on smiling until you get it, but be sure that you get what you want. That's the difference. The Fool is left with his smile and the adage, "We don't make much money but we have a lot of fun." Did it ever occur to you that a Wise Hog started that adage? It is like the convenient interpretation of Christianity which is handed out by Corpulent Presidents of Fat Corporations to poor employees, "The poor ye have always with ye." The Bible says so, therefore in order to fulfill the wisdom of the Bible, some one must remain poor. Let us be Merry. We are beginning to interpret Wise Sayings according to our individual light of wisdom. But hold, we must not philosophize on Xmas Day. A Merry Xmas and a Happy New Year.

—RAY LEWIS.



A STORY OF PICTURE PROGRESS AND OF PICTURE PROJECTION

FROM the day that Maybridge in 1872, at the suggestion of Governor Leland Stanford placed twenty cameras along the Governor's Race Track at Oakland, Cal., in order to catch the various movements of a trotting horse in action, this to prove whether or not a fast trotter has at all times one foot on the ground while trotting, down through the period when the Lumiere Cinematograph showed the first commercial pictures at Keith's Union Square Theatre, New York City, in July, 1896, right up to the present time the Motion Picture has passed through stages of evolution that astound and astonish those who have followed closely its progress.

From a business upon which men looked askance until a few short years ago, to an industry which ranks third among those of our nation is indeed nothing short of marvelous. Its rapid growth within the past few years is due however, in a great measure to the type of men substantial and far sighted who have given generously of their time and efforts to bring this industry to the plane which it occupies today. The influence of these men has made itself felt in the higher type of production, together with stabilizing of what in the beginning was a business operated on a fair-ground basis.

But not only has the Motion Picture subject, its treatment and method of distribution been altered to such a degree that it is equally welcome as a medium of entertainment and of education, but the projector or machine which reproduces the splendid efforts of the Griffiths, Inces and De Milles has through the untiring activities of a small group of scientific engineers, been correspondingly improved, in order that perfect definition, detail, clarity and safety might prevail wherever motion pictures are shown.

Most of us remember how crudely the first motion pictures were shown—the unsteadiness, the flicker and vibration which attended the performances during the first years of the picture business. It was soon realized that in order to make the motion picture popular its method of presentation and means of projection must be greatly improved.

In some quarters it is greatly regretted that numerous beautiful Biblical subjects were produced before the projector was fully refined and improved, upon which to show them properly, for even men farthest removed from church and pictures

agreed that the mechanical and optical defects which were apparent detracted much from the dignity and spirituality of these subjects and tend to lessen greatly the effect which those pictures should have had upon the observer.

The Simplex Projector is fully guaranteed by its manufacturers for one year after installation, so confident are its builders of the quality of its material.

Built of the finest material by men who have played an important part in the history of the industry, receiving the highest prize at the last Panama Exposition, used exclusively by such Master Producers as Griffith, Ince, De Mille and others of their profession, installed in the various government departments at Washington, used in the leading high-class photography palaces, from the Rialto and Rivoli in New York City to the million dollar Graumann Theatre in San Francisco, daily in service in 88 per cent. of the leading film studios of the country, chosen by the highest merchants and churches of the land. Installed in The Theatres Beautiful of the most powerful chain of theatres in Canada. The Simplex is indeed worthy of consideration where the installation of a high type of projector is required.

Foundations New House St. Stephen, N.B., Built Into St. Croix River

When the Bijou Theatre, in St. Stephen, N.B., was destroyed by fire, preparations were started on the foundations of the new house. This house was built into the St. Croix River. Concrete supports were driven into the river bed. The superstructure is of wood with brick facing. The building adjoins the post office and nearly opposite a hotel owned by the same interests that control the picture house. The theatre was named the Queen instead of the Bijou.

Minto, N.B., Opera House May Not Be Rebuilt

The Minto Opera House at Minto, N.B., a coal mining centre, which was destroyed by fire, is not likely to be rebuilt. This house seated 500 and was an attractive structure. Acadia Theatre is now the only picture house in the Minto district. Owing to the unprecedented coal boom at the Minto coal fields at present business at this house is good.

"The Bohemian Girl" Exploited With Opera Troupe

The Canadian Releasing Corporation is using a quite new idea in connection with the exploitation of pictures in this country. They are using as their vehicle, "The Bohemian Girl," an English costume picture based on the well-known opera and starring the not less well-known English actress, Ellen Terry, accompanied by an all-star cast. This picture will be sent on the road and it will be rounded out by an opera troupe who will sing the operatic airs which have so long and popular a run all over the United Kingdom. Another picture shortly to be released by the Canadian Releasing Corporation will be a picturization of Mark Twain's famous story, "The Prince and the Pauper," which will be shown here shortly in the New Year. The Eddie Polo series in 15 episodes of "Cap'n Kidd," is another release to go out soon.

Censors in Province Quebec Celebrate Xmas Increased Pay

The great big Panjandrum of the movies in the Province of Quebec, has just received an increase of pay. Thanks to the Hon. Jacob Nicol, provincial treasurer, Monsieur le Vicomte Raoul de Salles, president of the Moving Picture Board of Censors of the province, gets a raise up to and not exceeding \$2,500 per annum, whilst the members of his staff get up to \$1,500 per annum. The trick has been turned by an amending bill put through the provincial legislature and all is Christmas joy in the camp of the censors. Of course, in the first case it is the moving picture exchanges that pay these handsome salaries and in the indirect, it is the public who through the exhibitors, pay them through increased admissions. Nobody particular is going to kick over this increase which may or may not be earned, but it is nevertheless another indication of how the moving picture industry supports a large number on its back while purveying to the legitimate pleasures of the people. One would have thought it had enough to pay already for the privilege of doing business in this province.

Special Screening 10 P.M., "Hungry Hearts," Allen

With the object of affording those who are compelled to do their Christmas shopping at night, an opportunity of seeing the feature film, "Hungry Hearts," at the Allen, Montreal, in the week preceeding Christmas, the management arranged to give a special screening of the picture at ten p.m.

LARRY SEMON

in "The Counter Jumper"

EXHIBITORS TRADE REVIEW

December 9, 1922

"Fast and Furious" Is Larry Semon's "Counter Jumper"

Instead of "The Counter Jumper" Larry Semon might have named his comedy something like "The Walking Egg." For it is an egg with a protruding pair of legs, much resembling those ordinarily associated with a frog, that provides the larger element of mirth in this Vitagraph release. The egg steps out of a basket filled with its kind and proceeds to perform. It leaps from crag to crag in the country store, it eludes pursuit by dodging in and out among the barrels and baskets and defies the club wielded by the agile Larry, finally landing on the pate of a stovewarmer. As the accustomed tile is replaced upon its usual foundations thereby imprisoning the egg the ruthless club descends. When the battered headgear finally is lifted it is a full-fledged duckling that emerges.

Oliver ("Babe") Hardy is catapulted out of a window at the crest of a sharply inclined sandbank. He turns over and over, slowly as if half floating—and it is funny. Just to show it is no accident he does it again. A clerk filling an order by inadvertence drops a lot of cartridges into a stove. Things happen. A colored boy gets into difficulties. In fact, any number of things take place in these two reels that ought to make fun for the crowd.

The atmosphere is of the country store, with its loungers and its indescribably jumbled arrangement of stock. The picture will go strongly in the city, but it is not risking much to wager it will do even more than that in rural sections.

G. B.

MOVING PICTURE WORLD

December 9, 1922

"The Counter Jumper"

(Vitagraph-Comedy—Two Reels)

This comedy should prove a regular riot with Larry Semon fans and bring a lot of laughs from almost any audience. It is rapid-fire stuff and while there is considerable slam-bang stuff, pastry throwing, falling into tubs of paste, etc., he has also introduced some brand new stuff, notably a scene where a duck egg with two legs sticking out does all sorts of stunts. This is funny and clever and it will mystify you as to how it is done. Another good scene is where a negro sits on a block of ice and it melts immediately and a good effect has been produced with a scene where Larry and the villain go off the top of a cliff; slow motion photography makes them appear to float through the air. There is very little plot, but Larry's troubles occur when he tries to be a clerk in a store and help an heiress who is being sought by a clever villain—C. S. S.

THE Film DAILY

Sunday, December 3, 1922

"The Counter Jumper"—Larry Semon—Vitagraph

Type of production.....2 reel comedy

This latest Semon comedy has some brand new stunts, and despite the fact that a lot of the footage is slapstick and rough, there are laughs aplenty. The action takes place in a trading post in the Northwest and the store gets pretty well smashed up before the finish. One of the funniest stunts is that in which an egg suddenly sprouts real little legs and walks around, jumps from place to place and eludes all pursuers. They will wonder how it's done. Another funny incident is that in which a coon falls from a balcony onto a red hot stove and then bounces up and down from the ceiling to the stove like a jumping jack on a pole. When he finally escapes he sits on a big cake of ice which melts almost instantaneously before one's eyes, letting the coon down on the floor with a bang. This will surely get a laugh. In the cast are Lucille Carlisle and "Babe" Hardy.

Motion Picture News

December 9, 1922

"The Counter Jumper" (Vitagraph—Two Reels)

IN the category there may be better comedies than "The Counter Jumper." If so, they are in the offing. Gauging possibilities of a comedy upon its laugh provoking merits, this one hits the bull's eye for speed, development of situation and fun. While at times it may border upon "slap-stick," a more accurate description is "exaggerated farce." And with it all, there is somewhat of a production.

Most of the happenings occur in connection with the star-comedian's activities in the role of a misunderstood clerk of a general store, described as the marketing headquarters of a Northwest Trading Post. The property is the inheritance of an attractive heiress, which has little to do with the sequences involving most of the fun, incidents that start innocently enough, ending in veritable riots. These are so distinctly varied, it is difficult to realize that so much action and fun can possibly be crowded into two reels. One novelty embracing a walking egg, one that is so strong it sprouts legs and leads the comedian all over the place trying to catch it, is more than funny. It is decidedly clever.

Those who enjoy comedy will undoubtedly approve of "The Counter Jumper," a clean, fast and thoroughly entertaining farce.—LIL- LIAN GALE.

VITAGRAPH

ALBERT E. SMITH PRESIDENT

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

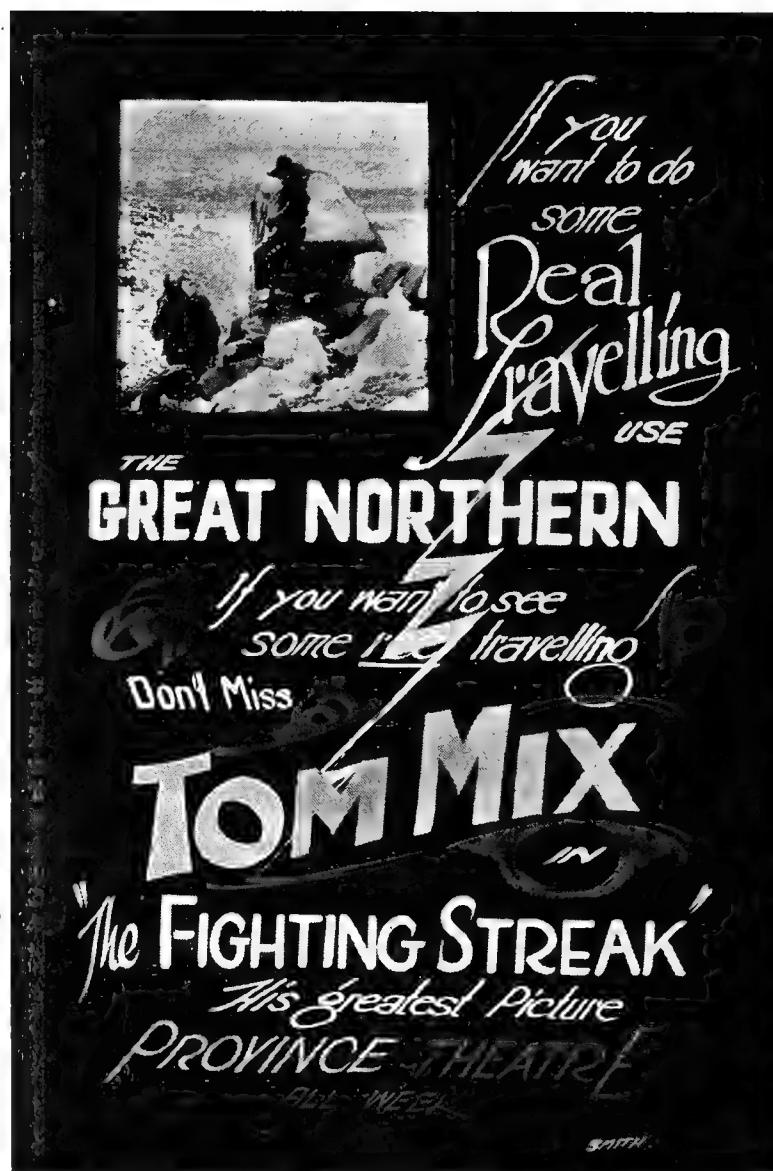
Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....



Unusual Hand-Painted cut-out with "still" insert used in windows by Province Theatre Winnipeg, Canada during engagement of Fox Special

Famous-Lasky Exchange Montreal, Wins First Half Bowling Theatrical Series

Famous-Lasky office won the first half of the bowling series in the theatrical bowling league, Montreal, by a wide margin. Sol. Levitt and Jack Weir were the stars among the bowlers.

Private Regal Screening "Quincy Adam Sawyer"

Montreal Regal Film Exchange issued invitations to the Press last week to view a private screening at the Strand Theatre, of Quincy Adam Sawyer. The picture was viewed by a large number of exhibitors, also, who gave voice to considerable appreciations, it is said.

"The Four Seasons" Entrances Imperial Audiences At St. John, N.B.

The fact that at the showing of "The Four Seasons" the entire audience of the Imperial Theatre sat entranced proves that it is not alone melodrama or hectic scenes which are popular with the movie fans. The story of the life of a woodchuck was as intensely interesting to the oldest person in the audience as to the youngest and the various nature pictures of this wonderful film were followed with genuine enjoyment.

At the close, well deserved applause voiced the appreciation. The musical setting, as given by the Imperial Orchestra, under the leadership of A. Jones, was very fine.



May you have a hearty friendly Christmas — the kind you would choose, and may the New Year bring the treasures which cannot be bought—health with peace of mind and worth while achievement.

Ed Hammond
PRESIDENT





The Compliments of the Season,

ALICE CALHOUN.



A Merry Xmas, but why select Xmas for your only merry day? Be merry all the year by watching me in a Christie-Educational Comedy."

DOROTHY DEVORE.



ALICE DUNN

Ingenue Lead in "Satan's Paradise,"

Extends Best Wishes for a Merrier Christmas than your Merriest one ;
and a Year Filled to Overflowing with
Good Luck and Happiness.



May the spirit of The Eternal Flame of love keep Smilin' Through your Xmas,
making you Merry, and permeating the New Year with
Courage, Prosperity and Happiness.

and with good wishes for the New Year from
NORMA TALMADGE.



Hello! Canadian Exhibitors,

MARY PICKFORD

Wishes you the Merriest kind of a Xmas,
and I'll be your Mascot for a Happy New Year.



Merrily Yours,

RAY LEWIS

Managing Editor, Canadian Moving Picture Digest.

May your Xmas be close to your Heart's Desire
Your New Year a Year of Fulfillment.



Compliments of the Season,

IRENE CASTLE.



May "The Christian" spirit prevail
during your Holiday Festivities,
is the Wish of

MAE BUSCH as "Gloria Quayle."



May Xmas dry the tear of the past and usher in a smiling present.
Released of Doubt—Life turned about to face a Happy, Welcome year.

BETTY COMPSON.



"If I were a grown-up I would say, 'Merry Xmas and a Happy New Year'; but being only a litte boy I say, 'Gee, I'm glad it's Xmas, an' I hope Santa Claus will be as good to you as I know he's going to be to me.'"

JACKIE COOGAN.



May your New Year be as full of Beer,
As Xmas will be full of Cheer.

LLOYD HAMILTON.

PRESIDENT E. W. HAMMONS' EDUCATIONAL MESSAGE TO CANADIAN EXHIBITORS

NO one in our industry will be likely to question the fact that the year just drawing to a close has been the most notable as far as Short Subjects are concerned since the multiple reel feature came into popularity.

Educational is proud of the part it has played in this advancement of the short-reel picture, and of the fact that the steady and rapid improvement in Short Subjects has been parallel with the growth of this organization.

When Educational was organized nationally and dedicated to Short Subjects, and it was made known that this extensive distribution system would deal with nothing but the shorter subjects, there were those—and plenty of them—who said, "It can't be done." In the last year, however, it has become increasingly obvious that the day is not so far off when the "feature picture" will be the best picture on the program, not the longest.

One and two-reel pictures have been prominently displayed in lights during the last twelve months by theatres which heretofore made no effort to exploit any but the longer feature picture on the program. Many of the best first run houses in the country are regularly giving space in newspaper "ad" layouts and on the billboards to exploiting the Short Subject half of the program. Entire Short Subject novelty programs are becoming more popular.

Educational has kept faith with the exhibitor for over two years. The exhibitor's response has been most heartening. Now, in this holiday season, I desire for myself and on behalf of Educational's whole organization, to extend to our exhibitor friends our sincere thanks for their co-operation and support and our best wishes for a prosperous year ahead, and one that will be a credit to the industry.

ARTISTIC ADVERTISING CAMPAIGN INTRODUCED ON "NOTORIETY" PULLS TREMENDOUS BUSINESS

THE opening of Weber & North's Will Nigh production, "Notoriety," in the leading first-run theatres of the country, affords all those interested in the feature an opportunity to test the pulling-power of the advertising prepared for newspaper use with the feature. When a press book on "Notoriety" was first shown the film men, the superior brand of advertising called forth the highest praise and predictions were freely made that the artistic excellence of the newspaper ads illustrated in the press book would arouse a keen desire on the part of the public to see the picture.

The first-runs have already begun on the picture and newspaper ads are now on hand to verify the judgment of the advertising department of Weber & North. Inquiries have been sent to all exhibitors who have thus far played the picture, asking for their opinion as to the drawing power of the newspaper advertising on "Notoriety." Replies speak for themselves. The combination of society atmosphere and action in every stock ad. was successful in drawing both classes of patrons. The feminine movie fans were attracted by the class and the artistic finery of the ads. while the men were drawn by the punch and the dramatic high-lights. The con-

sensus of opinion from distributors and exhibitors is that no independent production has ever had the artistic and the dramatic treatment that "Notoriety" has been given in its advertising campaign, it is said.

New Picture House Planned For Woodstock, N.B.

A new picture house is planned for Woodstock, N.B., to be constructed next spring. The intention of the promoter's enterprise is to build a theatre of about one thousand seating capacity. Local capital will be asked to take the stock. Woodstock has one picture house now, Hayden-Gibson Theatre.

"Hazel From Hollywood" Christie Comedy Completed

"Hazel From Hollywood," the new Christie Comedy featuring Dorothy Devore, has been completed and director Scott Sidney is wielding the shears getting the picture ready for release in January, through Educational Film Exchanges. This is one of the group of screen satires for which the Christie studios have become famous this year, and it lampoons most of the things about motion pictures which the movie people themselves take delight in kidding.

H. M. Thomas To Manage Capitol For Short Period

H. M. Thomas has arrived from Montreal, and taken charge of the management of the Capitol, Winnipeg, for two months. He has brought with him two accomplished singers, Leila Auger and Henry Thompson, and the presentation of these singers is very fine and artistic from a stage atmosphere standpoint. "The Man From Glengarry" opened the week of Dec. 11 and did a big business, it being Canada week. "The Young Rajah," and "The Impossible Mrs. Bellevue," were two very fine productions given the past two weeks. The Capitol is due for a big season under Mr. Thomas' management.

What Will F. G. Spencer Do With Unique Theatre? Exhibitors N.B., Wondering

Exhibitors of New Brunswick are wondering what F. G. Spencer of St. John will do with the Unique Theatre, St. John, a straight picture house, when the Capitol Amusement Company, Limited, of St. John, builds the theatre in the adjoining lot. Mr. Spencer is largely interested in the Capitol Amusement Company, Limited, and the word has gone out that building operations on the new house will start in the spring. The Unique is one of the oldest picture houses in the Maritime Provinces. The theatre was opened more than fifteen years ago. The building was formerly owned by John White, a retail and wholesale furniture dealer. It is said to have been the first venture of Mr. Spencer as an exhibitor.

Indications are that the Unique will be closed and reconverted into a business building. The offices of the Capitol Amusement Company, Limited, are in the Unique Theatre building, just off the balcony.

Sydney Kerr Retires Business Built Up By Senior Kerr

Sydney Kerr, who was interested in motion pictures in the Maritime Provinces for several years, has retired from business started by his father sixty years ago. The St. John Business College in St. John, has been sold by father and son. The Kerrs made a reputation for honesty and integrity seldom equalled. Sydney Kerr's son, Leslie Kerr, has been an employee of the Specialty Film Import Company's St. John exchange. The latter is a nephew of F. G. Spencer of St. John.

UNIVERSAL HAS STRONG SCHEDULE ANNOUNCEMENT OF SHORT SUBJECTS

IN addition to the especially chosen Universal features for the regular release schedule in December, several important additions have been prepared for distribution to the trade. Outstanding among these are two "New Leather Pushers" and two new editions of "The Mirror."

The month's output from Universal exchanges will include four high-class Universal comedies of one reel each and four new Century comedies of two reels each. The Universal comedies will consist of two featuring Lew Sargent, the boy comedian, and two featuring Neely Edwards, tramp comedian, who has made his Nervy Ned Series popular in the short subjects field. The Sargent comedies are "A Rip-Snoring Night," and "A Dog-Gone Day," released December 18. Both are from the "messenger boy series," which Sargent is making for Universal. The Neely Edwards comedies are "Rail Birds," for Dec. 11, and "Where's the Parade?" for Christmas Day.

The four Century comedies for the month, in the order of their releases, are "Women First," "A Small Town Derby," "Me and My Mule," and "The Tattle Tail." These comedies are released each Wednesday.

The two "New Leather Pushers" released in December, mark the be-

ginning of a new series of six of the popular two-reelers made from H. G. Witwer's funny prize ring stories, pictured by Harry Pollard, Universal director, with Reginald Denny in the leading role. The new series of six is said to be even better than the original series of six. The same director, the same star, and in many instances the same cast have been used. The first of the new series is called "Young King Cole," and was released December 4. The succeeding units of the series are to be released at fortnightly intervals, so the second one, "He Raised Kane," will be released December 18. Almost every theatre which played the first series having requested early dates on the new series. Among the important Canadian bookings for the new series of the "Leather Pushers" we find such theatres as Pantages, Toronto, and Hamilton, the United Theatres Amusement Circuit of Montreal, Pantages, Vancouver, Pantages and Capitol at Winnipeg, Capitol at Calgary and Regina, Empress, at Edmonton, B.C., and the Capitol at Victoria, B.C., the Imperial, St. John, N. B., and the Casino, Halifax. In fact the best theatres covering territory in Canada from coast to coast; and in addition to the leading theatres, other representative houses are playing this most popular series also.

GOLDWYN'S BIG PRESS BOOK ON "BLIND BARGAIN" READY FOR EXHIBITORS' USE

TWO of the most powerful and distinct characterizations which Lon Chaney has ever contributed to the screen may be found in Goldwyn's photoplay, "A Blind Bargain," founded upon Barry Payne's unique story, "The Octave of Claudius," which played at the Capitol Theatre, New York, week of Dec. 4th.

Photos of Chaney in these two widely differentiated roles have been used largely by Goldwyn in the preparation of its advertisements, its posters, stills and accessories for the

picture. They may be found in the big exhibitor's press and service book for "Blind Bargain," which is just off the presses.

Several startling exploitation stunts, in keeping with the melodramatic, pseudo-scientific character of the story are explained and illustrated in the book. Any exhibitor with a patronage which likes to be startled, mystified and thrilled will be able to find the right publicity campaign outlined in this booklet.

Imperial, St. John, Stages Popular Yuletide Playlet

The Imperial Theatre, St. John, staged its annual Yuletide playlet for seven days. Santa Claus was the star of course, and he delighted the children as usual. This entertainment becomes more popular each Christmas.

"House of Green Gables" May Be Produced On Prince Edward Island

Miss L. Montgomery's "House of Green Gables" may be produced by a Prince Edward Island company, starting in the spring. The scenes will be taken on the island on which the novel is based.

Mgr. Fred Trifts' Murder Remains a Mystery

The murderer of Fred Thrifts, former exhibitor of Halifax and St. John, who was slain in his car in St. John, July 6th last, has not yet been found.

Activities of Allens in Winnipeg Direct Globe

I. M. Allen, manager of the Famous Players Film Service, in Winnipeg, for a year, is now directing the Globe Theatre in Vancouver. Harry Price has resigned as manager of the Allen in Calgary, and one of the leading shareholders and H. J. Allen are now joint managers. Bernard Allen, at present in Windsor, Ont., will return to Winnipeg in April, to look after the Allen interest there.

New Film Exchange, Winnipeg, Opened Dec. 9, Film Colony Celebrate

The new \$300,000 film exchange building which was recently erected by Winnipeg capitalists to meet the demands of a drastic film bylaw, was opened on the night of Dec. 9, and was attended by hundreds of exhibitors, and theatre staffs and friends. Dancing, a song programme and a fine supper was served, the hosts being George Law, manager of Canadian Universal, W. Margetts, manager of Famous Lasky; Cecil Wilson, manager of United Artists; A. J. Wilson, manager of American Releasing; and Ted Gould, manager of Famous Lasky, the present occupants of the building which is the finest of its kind in Canada. Other exchanges will move in as soon as they have secured releases from their leases.

"Night Life In Hollywood" Continues To Draw

"Night Life in Hollywood" is said to be one of the most interesting stories ever filmed, and in addition to possessing a beautiful love theme, it is packed with heart interest, suspense and thrills. It has the further attraction, for the movie fan, of affording a complete look behind the scenes in the most fascinating of all businesses,—the making of motion pictures.

The action takes place in a small Western city and in Hollywood itself. The great studios with their maze of sets of scenery, with all their glare of lights and hustle and bustle of the work of making motion pictures, the great stars whose names are household words, their homes, their work and play are shown in intimate detail. And through it all is woven a romance.

REGENT RE-OPENS WITH CANADA REPRESENTED THROUGH ALL- CANADIAN FEATURE, "THE MAN FROM GLENGARRY"

THE Regent Theatre, Toronto, which has been closed for renovation and decoration will re-open Xmas week with Shipman's all-Canadian-made feature. "The Man From Glengarry," produced from Ralph Connor's novel, by the Ottawa Films Limited, of Ottawa.

To the frequenters of this theatre the news of its re-opening will be especially welcome. The Regent was known as the house of atmosphere. One went there to relax, rest, to be amused and entertained. One went there when the desire for a half-hour of good music proved an irresistible urge.

Despite the fact that the Regent was in its old days, the Toronto Opera House, the home of lurid melodrama, the Regent management introduced an atmosphere of refinement into this theatre which made it unique in the picture theatres of Toronto, and perhaps Canada, despite the fact that the various chains of Canadian Picture Theatres represent some of the finest theatres which can be found in any country.

That Ernest Shipman's Canadian-made feature should be selected to re-open the theatre which enjoys such distinction is a compliment to "The Man From Glengarry," and also an example of a splendid showmanship on the part of the Regent management. Playing the most important Paramount theatres throughout Canada. "The Man From Glengarry" has met with phenomenal as well as astonishing success. Winnipeg, Van-

couver, Ottawa, Montreal, Hamilton reports on "The Man From Glengarry," are so encouraging that we now feel that at last we have a Canadian-made picture which can compete in box-office appeal with the finest imported features; and even give them a hard race to keep up with receipts.

"The Man From Glengarry" was made entirely in Canada. Its cast, story, direction, technical support, its very finance and promotion is Canadian. Mr. E. Shipman has had a difficult proposition to "put over" in Canada. The proverbial, "It can't be done," assumed the nature of gigantic opposition; but all difficulties, pessimism, scepticism have been overcome.

Canada is studded with Canadian producing companies, all guided and directed, promoted by Mr. Shipman and combining in their directorate some of the most representative public men in Canada. If Canada can pay, as it has been said, four millions of dollars to import films, these millions coming directly from the pockets of Canadian exhibitors, Canada can keep some of these millions at home by supporting productions made in Canada. It depends upon the Canadian exhibitor how much progress we make in picture production.

Patriotism is a "bonny thing." Most patriotic expressions demand sacrifices, but when we can be patriotic without any sacrifice, gaining in power and prestige, in money by our patriotic efforts, here is an opportunity which should be grasped by the forelock, eagerly, anxiously, without hesitation and with much cheer.—(Editor.)

"Mirror No. 4" British Universal The Mirror Series

"Mirror No. 4" will deal with the world stirring pomp and ceremonies attending the death and burial of King Edward VII of Great Britain, and the crowning of his successor, the present King George V, and the investiture of the present Prince of Wales. The reel includes unusual shots of the popular Prince, whose recent tour of the United States won for him a high regard in the esteem of America.

Allen, Montreal, Books Biggest First Nationals

Associated First National have the Allen Theatre here, pretty well booked up for the next few weeks with "Lorna Doone," "The Dangerous Age" and "Oliver Twist." All three of them pictures that will leave their mark on Montreal fandom. There are also some very big specials coming down here shortly.

Babe London Signed For Christie Comedies

Babe London, the big girl with the happy smile, who has appeared in a number of Christie Comedies, and who is also very much remembered for her part with Charlie Chaplin in "A Day's Pleasure," has been signed up by a regular contract for Christie Comedies. She has just finished a supporting part with Neal Burns in Al Christie's comedy of life in a shirt waist factory, and has gone with Christie to Honolulu to be Henry Murdock's leading lady in "A Hula Honeymoon."

Pauline Garon To Visit Montreal Over Christmas

Pauline Garon, the Montreal girl, who is now one of Cecil B. De Mille's stars, was a caller at the Famous-Lasky exchange office, Montreal, last week. She was presented with a bouquet of flowers and received a great deal of attention. Pauline is staying with friends here in Montreal, over the Christmas holidays.

CHARLES URBAN EXTENDS MESSAGE TO CANADIAN EXHIBITORS

THE Canadian Moving Picture Digest extends to me the courtesy of its pages for a New Year greeting to the Film Trade in Canada.

My best word is in my works and the best greeting to the exhibitors in Canada is in "The Four Seasons."

The beautiful appreciation of this picture made by Ray Lewis in your publication under date of Nov. 18 was in thorough accord with all the fine notices that have been given the "Four Seasons" in England and America.

When I was in London, last summer, the distributors in the United Kingdom told me of dozens of theatre-owners who had had miraculous success with it and that success has been similarly won by hundreds of exhibitors in the United States.

"The Four Seasons" is a story of an entire year and it is exceedingly appropriate for an exhibitor's greetings to his patrons.

This is my message.—C. Urban.



"Blood and Sand" Big, Capitol

WITH a seemingly authentic Spanish background, a cast of people who both look and act like Spaniards, and a director who is capable of painting his pictures with veracity, "Blood and Sand," the Capitol feature this week, could not fail to be entertaining. First credit should go to the director, Fred Niblo. In individual scenes he has made this Ibanez story real. Every once in a while there happens on the screen one of life's great little moments. Such a moment occurred at the close of "Blood and Sand" when Rudolph Valentino, the toreador, had a dying scene that exalted the picture above the rank and file of everyday. "Blood and Sand" proves most conclusively that Valentino is more striking as a tragic actor than a romantic star, despite the evidence of all his matinee adorers to the contrary. Rudolph Valentino is the idol of the pictures. The crowds that watched him in the arena to see their hero kill his bulls, did not look as great to me as the crowds that elbowed me yesterday in an effort to beat us into the Capitol. For one hour and a half they sat spellbound, inwardly applauding Valentino. I do not think such a notable tragedy has ever been filmed in so masterly a manner. This first starring chance for Valentino places him on the pinnacle of his career. His impersonation of the hero of this novel has never been surpassed in the history of the screen. In my opinion this is a great picture, due mainly to the performance given by Valentino. Perfect types of players assist him and the photography is brilliant, particularly in the splendid presentation of the highly wrought atmosphere of the bull ring and in the excellent portrayal of a phase of Spanish life. Lila Lee and Nita Naldi help to make the picture colorful. It is the most exciting film I have seen this year. It is bound to take Winnipeg by storm as it did New York.—J.J.C., Winnipeg Free Press.

The orchestra deserves great praise for their playing of the musical score. They also handled the overture, "Rienzi," (Wagner), very capably, and the leader Earle Hille, guided the players through the ticklish passages with skill.

Garrick, Winnipeg, Does Well With Raised Night Prices

The Garrick, Winnipeg, continues to do a big business and has raised its night price to 30 cents. A six-piece orchestra has been installed and the programme pictures built up with snappy and interesting short reels are drawing large crowds.

Lyceum, Winnipeg, Continues To Play Big Features To Big Business

Lyceum Theatre, Winnipeg, is doing a remarkably big business from week to week, with such pictures as "Monte Cristo," John Barrymore in "Sherlock Holmes," "Too Much Business" and "Open Your Eyes," the latter one of the U.S. Government films gotten out for the soldiers, but which is a very interesting picture. The Lyceum has all the Fox specials booked and will start running them early in the New Year.

Allen Theatre, Winnipeg, Miller Stewart's Management Sensation of the West

The Allen Theatre in Winnipeg, under Miller Stewart's management, is the sensation of the west in regard to its success having pulled up to a very high position. The Symphony Concert nights, Syncopation nights and National Musical nights with children's hour on Saturday afternoons, are just as popular as ever and fill the theatre on these nights. Last Friday night was Chinese night, and it was a very interesting programme that was given. Jackie Coogan in "Oliver Twist" will start at the Allen on Christmas Day.

Thackeray's "Vanity Fair" Starring Mabel Ballin, Goldwyn Splendid Production

Hugo Ballin is still adding to the big cast which he is assembling at the Goldwyn's studios for his photoplay version of Thackeray's "Vanity Fair," starring his wife, Mabel Ballin.

Adele Rowland, famous musical comedy star, has been signed for an important part. Doris Stone, an English musical star, has also been engaged, as have Leo White, James Marcus and Otto Lederer.

This makes one of the longest and ablest casts ever assembled for an American picture. Other players engaged are Hobart Bosworth, George Walsh, Eleanor Boardman, Harrison Ford, Willard Louis, Earle Fox, Robert Mack, William Humphrey and Tempe Piggott.

Director Ballin has nearly finished the great ball room scene for "Vanity Fair," and will soon begin on the battle of Waterloo section in which thousands of extras will appear.

Exhibitors**YOUR OPINION ON PICTURES, PLEASE.****Universal President, Carl Laemmle, Introduces Look Before You Book Policy**

Carl Laemmle, president of the Universal Pictures Corporation, inaugurated one of the most sensational and radical changes which has struck the motion picture industry in many years. He has taken the first step in a move to assure a "look before you book" policy on the part of the exhibitors. He has gone even farther than this by making it obligatory for exhibitors to see certain Universal pictures before booking them.

Taking "The New Leather Pushers," a new series of six two-reelers made from H. C. Witwer's popular prize ring stories, as a working try-out for the new policy, Mr. Laemmle has instructed all Universal exchanges that no bookings are to be taken on any of the six new pictures, until the prospective purchaser has seen the entire six. "The New Leather Pushers" series was chosen because in a limited way, it corresponds to series of big feature productions. The six pictures made by Harry Pollard, with Reginald Denny as star, are listed as Universal Jewel productions.

Mr. Laemmle long has preached a "look before you book" policy to exhibitors and has been foremost in facilitating Universal's exhibitor patrons to adopt this policy. He has consistently inveighed against the fallacy of booking a year or six months' supply of pictures at once and has time and time again urged the theatre owner to have pictures screened before contracting for them.

A. L. Erlanger Leaves To Confer With President Goldwyn On Ben Hur

A. L. Erlanger, the theatrical producer who guided the destiny of "Ben Hur" on the speaking stage for the past twenty-five years, left for the Goldwyn studios at Culver City, California, to confer with F. J. Godsol, president of Goldwyn Pictures Corporation, on the motion picture version of Gen. Lew Wallace's famous novel, which is being made by Goldwyn in association with Mr. Erlanger. Mr. Godsol left for the Pacific Coast a week ago.

It is the purpose of the Goldwyn company and of Mr. Erlanger to turn the famous stage play made from the novel into the most magnificent motion picture ever produced. Mr. Erlanger, on account of his long familiarity with the play, "Ben Hur," will advise on the screen version.

AN HOUR IN THE FILM OFFICE

A DRAMA IN ONE ACT

CHARACTERS

J. A. CHANTLER.—General Manager for Famous Players Film Service Limited.

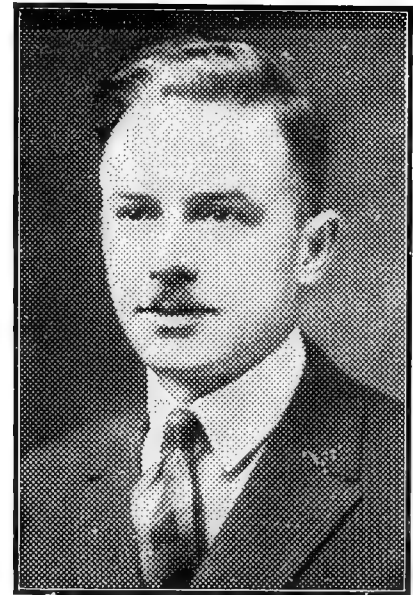
BILL STEWART.—Exploitation Manager, Goldwyn Picture.

RAY LEWIS.—Editor The Digest.

BLAINE IRISH.—Canadian Film Producer.

Time.—Just Before Christmas.

Place.—Famous Players Film Service, Toronto.



C. J. Appel

Christmas Message to Exhibitors From "Exploitation Appel"

Ray Lewis has requested me to issue a Christmas message to exhibitors through the medium of this fine little Canadian Trade Paper—What shall I say—my heartfelt wish for everyone in this great industry from the Atlantic to the Pacific is that their's shall be a joyful Christmas. May the New Year dawn with the fullest promise of prosperity and clear vision of future progress that the lean days of the past year will be shadowed into forgetfulness—but that seems not enough. I am enthused with the value of the product I represent.

My experience in this business until a few weeks ago has been confined to the direct exhibition of pictures to the public, naturally my sympathies are with the exhibitor.

In my new work of exploitation of First National Pictures, I am still an exhibitor, for it is to my personal interests and welfare that the theatre shall make money. We believe we have the greatest box-office attractions on the market today, and my services are at the disposal of the exhibitor to prove the fact. With First National attractions the New Year cannot but be a financial success to the theatre using them. We want the New Year to be prosperous to you for we stand clear-eyed and unafraid to make First National's New Year the greatest in history.

Dr. J. T. Daley, Sussex, N.B., Hailed As a Pioneer

Dr. J. T. Daley of Sussex, N.B., is one of the pioneer exhibitors in New Brunswick. He has owned a picture house in Sussex for more than fifteen years. Dr. Daley is also one of the veteran dentists of New Brunswick.

RAY.—"Mr. Chantler, Oh, miss—Ah, Mr. Chantler. I thought The Digest was the only busy spot just before Christmas, but what's all the excitement over here?"

MR. J. A. CHANTLER.—"Come into my office Ray."

"Now listen, there ain't no Santa Claus, but if you'll just sit here for a minute I'll get Bill Stewart all alone and he'll make you feel that if there ain't, it's not a bad old world after all."

RAY.—"I wonder what it's all about? I haven't seen so much excitement around here since "Hearts of the World."

J. A.—"Come on, Ray, all set?"

RAY.—"Hello Bill."

BILL STEWART.—"Lo, Ray, now grab a chair and all you got to do is listen."

"A day or so ago the governor here, called the bunch in and said: 'Boys, we got a real knockout. Something to put real pep into everybody and bring the theatres a real money-getter. That chap that just went out of here was Blaine Irish, and we just closed for the distribution of Filmcraft's big picture, "SATAN'S PARADISE." It's in seven reels and it's going to knock 'em stiff. They've got tie-ups that will just defy the people to stay out of the theatre. And he said: Bill it's up to you—all you've got to do is get your nut working and capitalize on the exploitation possibilities of the picture, and slip it to the road men. All they'll have to do is jump into the towns, register and let the theatres know they're there, and then put two or three bell hops outside the door so that the exhibitors can only get in one at a time."

"Now I'm not going to tip my mitt to everything, Ray, but we ain't asleep. We've got a line of paper, photographs and a lobby display on "Satan's Paradise," boy, it's a "wow." With "SHERLOCK HOLMES" standing 'em out all over the country, "THE STRANGER'S BANQUET," "BEN HUR" and "THE CHRISTIAN" just about ready to break for Goldwyn, and "SATAN'S PARADISE" in. Well you know, Ray, birds of a feather flock together. What more can be said?"

RAY.—"Can you beat that, Bill? We should worry whether there's a Santa Claus or not."

Phil Kauffman Completes Tour of Exchanges

Phil. Kauffman, general manager of Regal Films, Ltd., from Toronto, was in Vancouver the middle of December. His arrival there completed a tour of Canada, in which he inspected the various film exchanges under his direction.

Vancouver Business Falls Owing To Cold Snap

A cold snap accompanied by several inches of snow, which struck Vancouver, played havoc with business. Even Saturday night, the bumper business day of the week, business fell off badly.

Pictures International Ice Skating Amateur Champions Meet To Be Taken By Pathe

Motion pictures of an international ice skating amateur championship meet to be held in St. John, early in February, will be taken by Pathe's Canadian News Weekly. A special reel of pictures will also be shot at the meet, which will be of either two or three days' duration, this reel to be exhibited in one of the St. John picture houses.

The Gigggle-Getters, Tom Carroll's company are drawing good houses at the St. John Opera House, St. John.

Big Town Pictures

For Small Town Theatres

Exhibitors in small towns who fail to show the biggest and best pictures obtainable are losing audiences and letting box-office profits get away.

An Occasional Big Feature won't do.

There's only one way to pull out the Stay-at-Homes and make them "regulars"—make them help you build up your business. You've got consistently to give them Big pictures.

At prices that will leave you a good profit you now can get

REX BEACH'S

Pulse-stirring, breath-taking, red-blooded melodramas.

"Fair Lady"* and *"The Iron Trail"

Popular stories by a popular author made into popular pictures bring new patrons and make you and your theatre popular in your town.

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WINNIPEG, CANADA

tor of the Famous Players Canadian Corporation, and the booking of this United Artist Feature is an event of much importance.

Critics have hailed "Tess of the Storm Country" as Mary's finest effort, and much interest is being created in Canada over the recent booking. During the showing of the picture in Los Angeles it packed two theatres at the same time.

When Fred A. Miller, of the California Theatre, Los Angeles, booked "Tess of the Storm Country," he didn't expect to have to send the California overflow into the Miller Theatre and pack that house also.

But that is what happened. The Los Angeles public crowded into the California and jammed around it so persistently and continually that Mr. Miller had to do something to take care of those who clamored to see Miss Pickford in her new "Tess of the Storm Country," and couldn't get in.

So he sent another print into Miller's Theatre, and there he sent the overflow from the California, filling both houses to capacity at every showing of this crowning achievement of Mary Pickford's career. And at that, they were starting the first performance at ten thirty in the forenoon and giving six showings daily. This is the first time this has ever been done.

"Fashionably gowned society women wept and raucous-voiced laborers declared, 'That's the best picture I ever saw in my life,' when Mary Pickford's brand new production of 'Tess of the Storm Country' was shown at the California Theatre," said the reviewer for the Los Angeles Evening Herald. "In view of all this, where does a paid critic get off at? Miss Pickford is an actress of charm and ease. Indeed, it is not going too far to say she is a consummate artiste. Her new 'Tess of the Storm Country' well can be hailed as marking an epoch."

"Silver Wings" Frames Get Excellent Publicity Locations St. John

The stills of "Silver Wings," the Fox feature starring Mary Carr, had two excellent locations in St. John during the showing of that film at the Queen Square Theatre. One frame was placed on Charlotte Street opposite the entrance and exit of the Victoria Bowling Academy and Ritz Dance Hall. Another frame was placed on Union Street outside the entrance to Selby's pool room. Both were ideal locations and the frames were viewed by many thousands of passersby in the most crowded sections of St. John.

"TESS OF STORM COUNTRY"

BOOKED BY N. L. NATHANSON

MR. R. K. EVANS, General Manager United Artists Canadian Exchange, inform us that during the visit of Mr. Hiram Abrams to Toronto, a deal was closed with Mr. N. L.

Nathanson, whereby "Tess of the Storm Country," Mary Pickford's first and most recent success, will play Mr. Nathanson's circuit of theatres. Mr. Nathanson is the managing direc-

Before Buying Pictures Read The Digest Advertising Pages.

THE DIGEST'S TIP ON SHORT SUBJECTS UTILIZED BY MANY EXHIBITORS

MR. McCURE, of the Rex Theatre, Georgetown, and the Wonderland, Acton, Ont., has taken a tip from The Digest Editorial on Short Subjects, and booked for his holiday bill, commencing Jan. 1st, in both his theatres, an entire programme of Educational Features. Mr. Harold Pfaff of Educational, arranged the booking with Mgr. McClure, who took the identical programme booked by Mgr. Bailey of the Cum Bac, recently, for his novelty bill. The programme includes "The Avenger," a complete story of the R.N.W.M. Police, with Irving Cummings and an all-star cast. Lyman H. Howe's "Hodge Podge," "Man vs. Beast,"

direct from the heart of darkest Africa, "Look Out Below," "Here's Fifty Laughs for You," "One Ol' Cat." Exhibitors who are interested, ask Mgr. Bailey of the Cum Bac Toronto, he carries his brains in his head and they are "workable brains" at that.

Capt. Hyland, manager of the Regent, Bridgeburg, Ont., is another exhibitor who knows a tip when he gets one. Capt. Hyland has booked fifteen weeks of Educational Short Subjects headed by Educational's series of Sherlock Holmes. Soon everybody will be doing it, why be the last? Get in with the first crowd. We said it was a good idea, and exhibitors are backing us up.

"THE FOUR SEASONS" COMBINES ALL QUALITIES, INTEREST, AMUSEMENT, INSTRUCTION, DELIGHT

OF THE RIGHT KIND
THE most captious critic, the most conscientious objector, the most enthusiastic advocate for moving pictures, met on the common ground of appreciative delight when "The Four Seasons" was presented at the Imperial Theatre recently. Of course it is obvious that there must be a variety in the programmes presented, and that only a judicious admixture of educational pictures is possible. The public demands amusement and entertainment. The kind of amusement and entertainment where censors are the judges depends, of course, on the censors and their idea of what is entertaining and amusing. "The Four Seasons" combined all the qualities necessary to interest, amuse, instruct

and delight any human audience. It is an evidence of what can be done with simple things and of what a variety of interest lies in the world of nature from a dramatic point of view. Happily the moving picture mind is swinging away from the intense, emotional and sensational picture that is based on wholly impossible conditions and is demanding a saner kind of film. This may be due to education and interested managers, or it may be due to the fact that the public is realizing that it will get from the picture houses just what it demands or accepts without a protest. The inference being that if objectionable subjects fill the box receipts, these are what the people enjoy.—Globe Editorial, St. John, Dec. 7th.

FIRST NATIONAL'S REASONS WHY "OLIVER TWIST" WILL MAKE BOX OFFICE HISTORY

THE picture means to Jackie Coogan what the "Birth of a Nation" meant to Griffith, "Tol'able David" to Richard Barthelmess and "The Kid" to Charlie Chaplin. The work of Jackie Coogan in "Oliver Twist" flings him into the glamor of immortality—he is no longer a mere infant prodigy, he becomes one of the world's greatest actors. Because in "Oliver Twist" he becomes more than the darling of America—he becomes

the outstanding picture genius, a brilliant star of the most brilliant film masterpiece.

The picture carries prestige of histrionic greatness; showing it, theatres will be stamped as leaders in their community. Every elementary school, private school, literary club, and every teacher of English Literature will stand behind a film of this masterpiece among classics by Charles Dickens.

Gotham Expert Makes Artistic Display of Gems

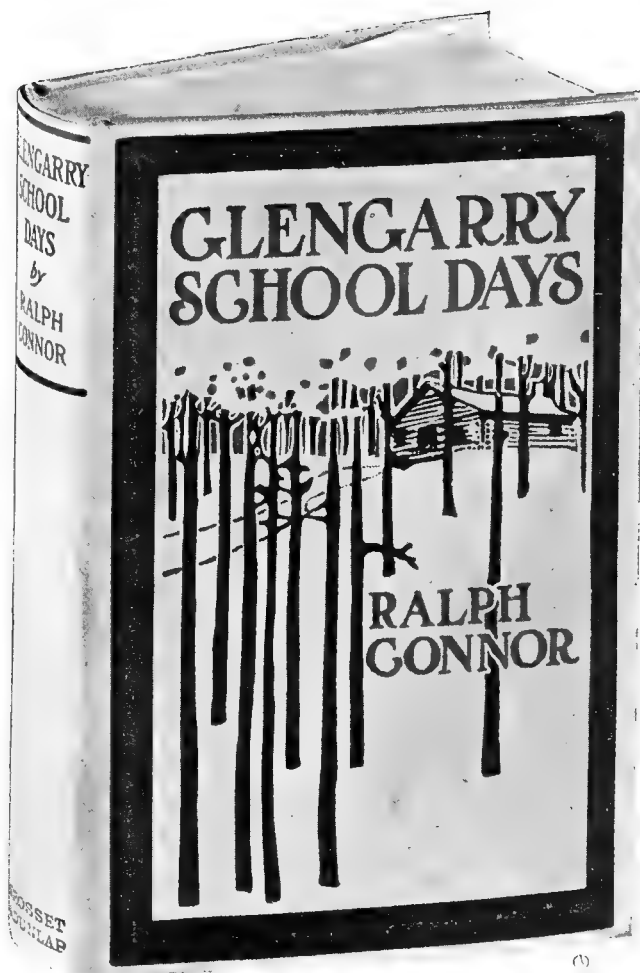
"D. R. Dingwall, Ltd., are to be complimented this week on the unique and artistic display which they have made in their well-known corner diamond window. It is precisely this particular kind of dignified and colorful presentation of various articles that enhances the prestige of Winnipeg's stores and establishes a standard of good taste and discrimination that is greatly to be desired in every city seeking the rational, rather than the sensational methods of attracting business.

The display features a delightful miniature stage production of "Monte Christo Discovering the Treasure". This is a little gem of scenic artistry, and by the skilful use of lights and the utilization of thousands of dollars worth of real jewels, the result is strikingly effective. From the glittering cave numerous silken ribbons thread their way through ropes of pearls, on a blue velvet ground, to 12 containers holding the various birthstones of the year. An explanatory gold card gives details of the Count of Monte Cristo's famous banquet, at which this fabulously wealthy nobleman presented his guests with huge unset jewels, and with charming thoughtfulness arranged that each recipient should discover his or her particular birthstone. The card urges the public to follow the count's example, and make their season's gifts distinctive. Several cards in gold frames show incidents in the photoplay "Monte Cristo" which is a famous novel.

The valuable gems used within the stage setting, and the various containers of diamonds, pearls, rubies, emeralds, opals and other birthstones represent a very considerable amount of money. D. R. Dingwall, Ltd., have made special arrangements for this costly display to be guarded day and night. The window is attracting considerable attention and has been most favorably commented on.

This display was designed partly with the object of drawing attention to the remarkably fine motion picture "Monte Cristo", a William Fox production which is now playing at the Lyceum theatre, and the Dingwall window most deservedly and successfully fulfils this purpose to the combined advantage of the store and the theatre."

The display, accorded the above unusual commendation by the Winnipeg Tribune, was designed and executed G. de Grandcourt, Canadian director of publicity for Fox Film Corporation.



A Word To Exhibitors

From G. de Grandcourt

To my very good friends and fellow sportsmen in this great moving picture game—may you forget all about film this Xmas, and have splendid reason to remember the Fox Film Corporation throughout the coming year. May the best picture win—and may it always bear the name that stands for your independence and strength; for your right to reap the profitable rewards of your own good judgment, and for your ability to confidentially and consistently “keep faith with the public”—the name of William Fox, ever cordially and loyally yours.

Grandview Theatre, Vancouver Mgr. Shuberg, Allen Theatre, Vancouver, Getting Business Series Special Nights

The Allen Theatre has inaugurated a series of special nights. Monday night is Music Lover's Night, when the orchestra is augmented to forty pieces and a special program of musical numbers is put on. Tuesday night is Family Night, and the patrons are invited to take the whole family to the show for one dollar, no matter how large or small it may be. Wednesday is Syncopation Night, when Tom Andrews and his Jazz orchestra are an added attraction. Friday, National Night, on this occasion special programs of vaudeville pertaining to Scotch, Irish, English, Welsh, or all special nights are proving very popular and Manager Shuberg is getting a big slice of the business.

Dominion Holiday Decorations Introduced By Mgr. Adams

The Capitol, Allen, Dominion, and leading theatres of Vancouver have arranged excellent programmes for Xmas week. Pola Negri, in “Passion,” will be at the Allen, while the Dominion plays “Ebb Tide.” Manager Adams has directed the placing of very artistic holiday decorations at the Dominion. Special lighting effects, the featuring of Sam Fox, songs and other stunts are making this house popular with the holiday crowds.

Queen's Square St. John Returns To Pictures

After three weeks of tabloid musical comedy, the Queen Square Theatre of St. John has returned to pictures. Night scale is twenty-five cents all over the house which has no balcony. Heretofore, when tab companies played this house the night scale was twenty-five, but for the last outfit the scale was thirty-five.

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Name.....Theatre.....

Address.....City.....

Please address all communications to “Canadian Moving Picture Digest.”

The Globe, Toronto, Editorial on Better Moving Pictures

"Mr. Will H. Hays, former Postmaster-General of the United States, who is now head of the moving-picture business, has strong hopes of improving the pictures.

"I approach this subject, not merely from the viewpoint of men who have millions of dollars invested in the business, but from the viewpoint of fathers and mothers who have millions of children invested in the business. Ten to twenty millions of people a day see motion pictures. Millions of these are children, and they go with the same open mind. Above everything else, perhaps, is our duty to the youth in the situation. To teachers I do not have to say that this industry must have toward that sacred thing, the mind of a child, toward that clean, virgin thing, that unmarked slate, the same sense of responsibility, the same care about the impressions made upon it, that the best clergyman or the most inspired teacher of youth would have." The Globe continues:

"It is said that the public must co-operate by showing its preference for good pictures. That is true, but we do not believe that there will be much trouble on that score. The people have not failed to encourage good pictures, of which there are many, and they are not responsible for the bad ones. The latter were not made in response to any popular demand. They were the products of persons not only without conscience, but without culture or intelligence, or persons employed by vulgar money-grabbers who had not even business sense of the right kind.

"Censorship did something to curb the evil, but in many cases it was quite inadequate. What was wanted was a different kind of direction and inspiration. There was no use in cutting a scene here and there out of a play whose conception was wholly wrong. A new spirit was needed, and if Mr. Hays can introduce that, and give encouragement to those who are already doing good work, he will confer a real benefit on the human race. The moving-picture play has the defect of appealing to the eye alone, but even with this limitation the possibilities of right development are great."

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Released thru Canadian Exhibitor's Exchange.

Mgr. T. Wykes Decides Goldwyn Picture Policy Princess Theatre Schrieber

After a three-months' visit to the film exchanges, Mr. T. Wykes, manager of the Princess Theatre, Schrieber, Ont., has decided his policy would be Goldwyn Pictures from the Famous Players Film Service. Mr. Wykes has contracted for the entire program and leaves this week for Schrieber, to take up his duties and count the profits from the exhibition of these money-making productions.

Cullen Landis Engaged For "Masters of Men"

Cullen Landis has been engaged by Vitagraph to create the role of Dick Halpin in its forthcoming special production, "Masters of Men." Mr. Landis, who is one of the best known leading men in the country, has had many strenuous roles in his career, but it is doubtful if any have equalled the daring Dick Halpin for action. It is fight, fight, fight for Halpin from the time he enters the story as a school boy of fourteen, to his participation in the Battle of Santiago Harbor.

"Masters of Men" is the second of the stories of twenty-four special productions announced by Vitagraph for the coming year. Work on the new production already has been begun at the West Coast studio under the direction of David Smith. Its action takes place on both land and sea and calls for an exceptional cast, which is being selected by Director Smith with the greatest of care.

Curiosity Aroused on Policy Motion Picture Review Published St. John, N.B.

Some question has arisen as to the true mission of the new Motion Picture Review, a weekly recently started in St. John, N.B., "Contests" are announced for each week, based on the English football games. To be able to send in a guess as to the result of the games which are scheduled each issue in the Motion Picture Review, a person must send in a quarter to the people behind the Review. The Review office is located in a store on one of the chief streets of St. John, Union street, and a slot has been cut in the door through which those desirous of sending in guesses in the "contests," can deposit the guesses when there is nobody in the office.

Mgr. Hector Quagilotti Will Continue With Colonial

Several rumors prevalent in movie circles at the coast, to the effect that Hector Quagilotti was either going to lose or give up the lease of the Colonial Theatre, Vancouver, when it expired in December, have proved groundless, as Mr. Quagilotti announces he has signed a further lease extending over two years.

The genial Hector has guided the destinies of the Colonial for nearly ten years and is a landmark in theatrical history of the city. It is extremely doubtful whether anyone else could make a success of this Granville St. house from a financial standpoint at present. The advent of theatres like the Allen and Capitol, have tended to depreciate the earning of the smaller theatres, at one time miniature gold mines, but as the comic strip has it "them days is gone forever."

Mgr. Thos. Shields Installs Pipe Organ

Thos. Shields, manager of the Grandview Theatre, Vancouver, is installing a pipe organ. His orchestra, consisting of four musicians, has been engaged by I. H. Allen of the Globe, Vancouver, and will be heard in the uptown house in future.



We Wish Every One of You
from Scrooge to Tiny Tim

A

Jovial Christmas

AND

A 1923 filled with
Prosperity and Happiness

The Coleman Electric Co.

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Courtesy with Service

Digest Advertising Exhausts Supply of Product Through Demand---

Canadian Distributors of "MOTIOGRAPH" PROJECTORS

THE COLEMAN ELECTRIC CO.

General Theatre Equipment and Supplies

Electric Specialties

Courtesy with Service

21 DUNDAS ST. E.
TORONTO

Ray Lewis,
Editor, Moving Picture Digest,
27 Jarvis St., Toronto, Ont.

Please permit us to add our little word
of praise with reference to the Advertising value of
the "Digest".

We announced our "Superlite" Gold Fibre
Screen in your issue of Nov. 25th., stating that we had
samples of this screen on hand to forward to enquirers
who desired to make comparisons with their present
screen. The requests for samples came in so fast that,
besides quickly exhausting our first supply, we have
had to send to the factory for two additional lots in
order that all enquirers could be supplied. We have
already booked several "Superlite" orders from various
points in Canada, and we are still receiving further
inquiries for samples from day to day.

While we receive a generous response to
our Ads in the "Digest" covering our many lines, we must
say that the excellent returns we have experienced on
our "Superlite" Ad. effectively dispels any doubts we
may have entertained as to the effectiveness of "Digest"
Advertising.

Wishing you every success,

Yours Very Truly,

The Coleman Electric Co.,

J. H. COLEMAN



*The world's greatest romance
as sweet as a dream come
true.*

- the girl for whom John Ridd
braved the fighting Doones;
- the girl the evil Carver Doone
chose for himself;
- and lost, and won, and lost
again to Royal Courts;
- the best loved, best-loving
heroine of the world's great-
est romance.

MAURICE TOURNEUR
presents

Lorna Doone

Every man, woman and child of the millions
who have read the book will live again through
the romance and adventures of its screen splendor.

JOHN BOWERS MADGE BELLAMY FRANK KEENAN
and notable support

The Trade-Mark that
is appearing on the
screens of the country's
finest theatres.



The Trade-Mark that
guarantees prosperity
and future progress.

*At Allen Richmond St. Theatre Week of
December 25th—Watch it break records.*

CANADIAN MOVING PICTURE DIGEST



NOBODY ARGUES AGAINST IT

This Trade-Mark has brought forth this season's greatest pictures and the exhibitor who is not using it in all his advertisements is overlooking a consistent magnet to his box office not found elsewhere in the distributing field.

TORONTO, CANADA,
DECEMBER 29th, 1922

OF COURSE THEY ENJOY A LAUGH!



**DO YOU ENJOY
A REAL GOOD
LAUGH?**

THEN go right out to-night and visit a motion picture theatre showing any of the following famous brands of comedies, all EDUCATIONAL PICTURES:

CHRISTIE COMEDIES
HAMILTON COMEDIES
MERMAID COMEDIES
CAMPBELL COMEDIES
EARL HURD COMEDIES
TONY SARG'S ALMANAC
TORCHY COMEDIES
CAMEO COMEDIES

Everyone of these motion pictures cost, to produce, as much in time, thought and money as was formerly spent only on feature pictures. Artists who have brought joy and laughter to millions will entertain you—such characters as:

Lloyd Hamilton
Bobby Vernon
Neal Burns
Dorothy Devore

George Stewart
Vera Steadman
Lige Conley
Jimmie Adams

and many others. The pictures are built up from genuinely humorous situations which are at the same time possible. Maybe, too you would enjoy scenic dramas like the WILDERNESS TALES, by Robert C. Bruce, or the fine screen presentation of THE ADVENTURES OF SHERLOCK HOLMES by Sir Arthur Conan Doyle, Lyman H. Howe's HODGE-PODGE. They are all EDUCATIONAL PICTURES, and can be identified by our trade-mark on posters and lobby-cards in theatre entrances.

*When You See This,
Go In - - -
It's the Sign of a
Whole Evening's Entertainment*



ALL THE TWENTY-FOUR MILLIONS

Who saw THIS AD in

THE SATURDAY EVENING POST

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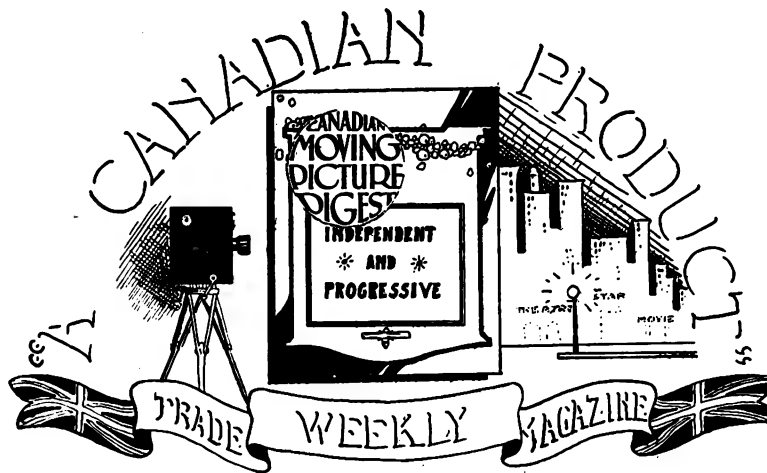
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Managing Editor

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HARRY J. MANHEIM
Business Manager

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TORONTO, CANADA

DECEMBER 29th, 1922

Arbuckle Should Change His Name!

THE question which appears to be agitating the picture industry, reformers, federation of women's societies, the press and the public in general, is the statement by Mr. W. Hays, to the effect that he had forgiven "Fatty Roscoe Arbuckle," and had extended to the comedian a permission to return to the screen. Will the public accept him, appears to be the "bone of contention?"

At the time of the trial of Arbuckle, we took the stand that a man is innocent until proven guilty. We kept our pages clean from any mention of details and our attitude was one which asked for "fair play" for Arbuckle. We pledged ourselves to refrain from gossiping about the case and asked for co-operation from those within the industry in this regard. Arbuckle was acquitted after several juries had disagreed as to his guilt. In the eyes of the law he was adjudged, "not guilty," and since the law is made by the people, for the people elect the men who make their laws for them, we must therefore conclude that Arbuckle has been found "not guilty" by the people. Two persons know whether the judgment of the people was correct. Virginia Rappe and Arbuckle. We, who have formed independent opinions, agreeing or disagreeing with the judgment of the people, have formed our opinions only from what we have heard outside of the court-room, and news of this kind is generally unreliable, or have based our verdict upon the court testimony. The prosecuting attorney failed to convince the jury that Arbuckle was guilty. That the jury consisting of twelve individuals, in a much better position to weigh evidence than we are, having had this evidence first-hand, did not find Arbuckle "guilty," must give rise to a question of doubt in our minds as to his guilt. Even the most tyrannical and biased judge would not ask a jury to hang a man where there was the slightest question of his guilt, we must act likewise.

That the press are generally opposed to the return of Arbuckle as fester on the screen, that the voice of women are loudest in their protest should be given consideration. The circumstances surrounding the death of Virginia Rappe, the nauseating details with which Arbuckle is connected are of such a nature as to not only shock but petrify even that type of woman who is "shock-proof." The picture theatre is frequented by the "young set." It may be that women, who are instinctively mothers first, feel that the reappearance of Arbuckle on the screen will tend to reawaken the tragedy with which his name is associated; and they would rather not have their daughters hear the story, or having heard, hear anything more about it. Fathers are quite likely to feel the same way about it. Newspapers which have a reputa-

tion for being "clean" must be actuated by some big impulse when they take the trouble to write editorially against the reappearance on the screen of Arbuckle.

Let us not fool ourselves on this question. The soul, the life of the picture industry depends entirely upon public caprice. They fit the adage used in association with a woman, "when a woman wills, she will, you may depend on it, and when she won't, she won't, so there's an end of it." Either the public will receive Arbuckle or they will not. If they do, at first through morbid curiosity, a reaction will occur. If they receive him in the spirit which Mr. Hays advocates, it is not the picture industry which should refuse to co-operate, or oppose this spirit, nor the press, or women's societies. Arbuckle should be given a chance to provide himself with a living. It is not for us to dictate how he shall make this provision, providing the work he selects to do is honest.

It is commendable in Mr. Hays to "forgive" Arbuckle, but by what Divine or Holy Rite does Mr. Hays forgive sins? It is well for the picture industry to appreciate what Mr. Hays is doing for it, to respect and empower his name, but Mr. Hays only represents a part of the industry, the transgression with which Arbuckle's name is connected is not a sin against this part of the industry, nor is it against the entire picture industry, although unquestionably the picture industry will never be more greatly injured, it is a sin committed against The Commandment of Arbuckle's Creator, against Virginia Rappe, and only Arbuckle's Creator can forgive him, only Virginia Rappe. Again the question arises that Arbuckle has been found "not guilty"; and it may be that he stands innocent before his Creator and before the woman who had such a tragic death.

It has been said, "What's in a name, that which we call a rose by any other name would smell as sweet." Arbuckle cannot possibly like the name which has been surrounded with so much unsavory fragrance. If he wishes to start over again, playing the "game clean," as has been quoted, let him give up his name. Return to the screen unknown to the public by name and "make good" over again. It may be that it is only the name of "Fatty Roscoe Arbuckle" which women and the press are opposed to, the comedian, freed from the odium of his name, may again become popular with the public. The spirit of an action of this kind would immediately register with the public and the press. The world has a sympathetic chord for sincerity. It is a big sacrifice financially to all who are directly interested, but it is the lesser risk in testing the public.

—RAY LEWIS.

HODKINSON TO HAVE SPECIAL DRIVE NEW PRODUCT DURING JANUARY

WHAT is reported to be the biggest pictures ever released on the Hodkinson programme; and heralded equally important with the very finest features yet released in Canada, has been promised through the Hodkinson exchanges. In a recent interview with Mr. Plowright, general manager of Hodkinson pictures in Canada, Mr. Plowright states: "Never in the history of my association with Hodkinson Product have I been so enthusiastic and with more cause than over our new product. We have unquestionably a list of features which will not only give Hodkinson product an enviable position in Canada, but will place our pictures in competition of excellence with the very finest features released on the most important programmes. Our January drive will be a simple matter to put over successfully, as our features will, through their merit, do their own booking. For instance read over some of these titles and judge for yourself: "Bulldog Drummond," a picturization of one of the biggest stage successes in New York, in several years past. The book was written by Cyril McNeil, who, as "Sapper," has a large following, both in this country and in Europe, as a writer of fiction. The play was produced in New York by the Theatre Guild, and its success was such that several road companies were immediately organized to play it throughout the United States. These companies are now on tour and the play is repeating its New York success in practically every city in the Union.

It is a melodrama in which a succession of tense situations follow one another with thrilling rapidity. The leading parts are taken by Carlyle Blackwell and Evelyn Greeley, both of whom have large followings in Motion Picture Field. The picture was directed by Oscar Apfel and produced by Hollandia Films Inc. The tremendous exploitation campaign which has already begun, carries with it the slogan, "Get Drummond, Dead or Alive."

"Down to the Sea in Ships," an Elmer Clifton production has already secured for itself a niche in Motion Picture History, being heralded as one of the finest productions New York has had the good fortune to view.

"The Kingdom Within," is an absolute sensation, sweeping the country like a whirlwind. It is replete with moving situations. Prominent in the cast are Pauline Starke, Ernest Tor-

rence, Russel Simpson and Gaston Glass.

"Headless Horsemen," another whirlwind. It broke all records for the past six years in Boston. At the Capitol Theatre, New York, Dec. 24th, the mob stormed the doors of the theatre, necessitating the calling out of extra policemen to control the throng.

"Second Fiddle," with a human appeal, which is irresistible. Glenn Hunter and Mary Astor play the leads.

"While Paris Plays," a Maurice Tourneur production featuring Lon Chaney, Jack Gilbert and other stars.

"Dollar Devils," is another Schertzing production. It has a cast of box-office names. Joseph A. Dowling of "The Miracle Man" fame, plays the lead, supported by Cullen Landis, Eva Novak and Lydia Knott.

Mgr. Harry Brouse Re-opens Family Theatre, Ottawa, Xmas Day

The Family Theatre, Ottawa, Ontario, was re-opened with due formality on Christmas Day, by Harry Brouse, who is also owner of the Imperial Theatre, Ottawa. The Family Theatre has been the home of dramatic stock offerings, but this form of entertainment has been superseded by a policy of combined moving pictures and vaudeville which saw its start on December 25. Top prices for evening shows under the new plan is 35 cents.

Christie Comedies Play Two Anniversary Weeks

Christie Comedies were used on the programs at two important first run theatre's Anniversary Weeks this season. One of these was the big Chicago Theatre, Balaban and Katz' premier playhouse, where "Pardon My Glove" with Bobby Vernon was used. At this showing the comedy was unusually praised by Mae Tinee of the Chicago Tribune, who admitted roasting most comedy attractions in the past but admitted that this was the exception, a really funny film comedy. Another Christie, "Choose Your Weapons," was part of the Anniversary program at the Granada Theatre, San Francisco.

WANTED — Experienced Operator wants position in a city or large town. Best of references. Apply to Box 265, Seaforth, Ontario.

Re-Adjustment Prices

Loew Theatre, Ottawa

A re-adjustment of admission prices for Loew's Theatre, Ottawa, is going into effect on January 1, according to an announcement by Manager Frank Goodale. The one price policy for all but box seats at evening performances is being abolished and arrangements have been made for an increase in the price of orchestra seats and for a slight reduction in the balcony price.

The evening price for orchestra seats has been raised from 40c to 50c, with box seats at 55c. The balcony has been reduced from 40c to 35c, making a spread of 15c between the prices for the two floors. The net result will be a fairly substantial increase in the revenue of the theatre on a capacity basis. The Loew house is presenting feature attractions, a comedy and a news weekly, in addition to five acts of vaudeville.

Pauline Garon Causes Excitement to Prevail

In Montreal

The big noise, moving pictorially speaking, around Montreal, in the period around Christmas, has been the visit of Pauline Garon, the Montreal movie star, to her home town—and the moving picture magnate's dance and supper at Ciro's. Both these events and functions have kept exhibitors and exchange men on the move and have contributed some measure of excitement during another-wise dull period.

Miss Garon, as soon as she arrived in Montreal, called at the Famous-Lasky Exchange office and proposed that she should be driven in a sleigh around the Mountain. Her visit to the Paramount was for the purpose of looking over some "stills" in "Adam's Rib," Cecil B. de Mille's picture, in which she is starring. The sleigh ride was then duly pulled off and some three hundred feet of film was taken of the star, both in the sleigh and on a toboggan, in which she took a run down Fletcher's Field. Whilst Miss Garon was here she received a wire requesting her to report at Los Angeles to star in "You Can't Find Your Wife," which is to be filmed in Cuba. The popular star left photos around with her friends, signed and wishing the recipients a Happy Christmas and a Prosperous New Year.

Little Daughter Visits Home of N. L. Nathanson

A little daughter came as a Xmas Eve gift to Mr. N. L. Nathanson, who expressed himself happily at this hoped for treasure. Glad somebody likes girls.

EDWARD HORTON LEADING MAN IN VITAGRAPH'S "FRONT PAGE STORY"

EDWARD HORTON, who plays the leading role in "A Front Page Story," the recent Jess Robbins production which soon will be released by Vitagraph, is one of the most skillful farceurs of the stage or screen. His methods follow those of John Barrymore and William Collier, a school which has for its motto: "Play comedy seriously."

Although Horton played for two years in New York, which is the centre of the picture-making industry, he was not tempted to the screen until

approached by Jess Robbins, who believed that a new sort of screen comedy, human touches alternating with comedy and built around a young business man's adventures, would prove popular. Horton agreed with him and they joined forces in making "Too Much Business," which was successfully presented by Vitagraph. "The Ladder Jinx" followed and the critics for the newest production, "A Front Page Story," declare Horton to be one of the most skillful farceurs on the screen.

EXECUTIVE COMMITTEE, FIRST NATIONAL, STATES THEY WILL REMAIN DISTRIBUTING-EXHIBITING COMPANY PRINCIPALLY

THE Executive Committee of Associated First National Pictures, Inc., officially ended their Los Angeles meeting.

Before disbanding the First National officials gave forth the following statement:

"We have carefully gone over the entire production situation in Los Angeles, both with respect to our company and others. We have satisfied ourselves that Los Angeles is the logical production center of the universe and we have decided that the majority of our pictures will be made in this city.

"A great many independent stars, directors and producers have submitted propositions to us, many of which all under serious consideration and a few of which have already been accepted.

"We have decided, however, that we will not take any statement of our new acquisitions until we return to our home office in New York.

"The outlook for the future of our company, both from a distributing and exhibition standpoint, is exceedingly bright. We have lined up for our 1923-4 season, the greatest number of box office attractions ever assembled under one company's banner.

"We want every independent star, director and producer to know and appreciate that Associated First National Pictures, Inc., has been, and always will be, principally a distributing and exhibiting company, and will always be receptive to making contractual relations for high-class film productions."

H. A. Bishop Appointed Manager Capitol, Alta.

H. A. Bishop, treasurer and auditor at the Capitol Theatre, Winnipeg, has been appointed manager of the Capitol at Calgary, Alta., and is succeeded by his brother, Leonard, in Winnipeg. John Hazza, district manager for Famous Lasky Canadian Corp., at Calgary, is leaving to spend two months at the head offices, Toronto.

P. J. Hogan

**Famous Lasky Film
Service Limited**

**Wishes the
Maritime Province Exhibitors**

a

Happy and Prosperous

New Year.

8 Mill St. - St. John, N.B.

Mgr. Dunning, Park Theatre, Verdun, Que., Causes Laughter "Trapped by the Cohens"

Mgr. Dunning, of the Park Theatre, Verdun, Que., is a model letter writer in his own way and the epistles he sends to Wolfrid Cohen, formerly with Famous Players, and now manager at St. John, N.B., for the Regal films, has excited considerable amusement in the Allbee Building, where they have a knack of passing good things along. Dunning writes to the effect that he has a new five-reeler coming, entitled "Trapped by the Cohens," which he claims has "Trapped by the Mormons" lashed to the mast. "It's a story of the Fresh Fish Country—it opens with a family of Haddocks and ends with a tush of Salami and Garlic, a very strong finish. The titles are in Polish and I have been advised to have you do the translation. We are trying to get Ben Kauffman to act in the prologue in tights, but up to the present have not been able to come to terms."

Mgr. E. S. Meehan Praises "Smilin' Through"

The First National office is in receipt of a letter from Mr. E. S. Meehan, manager of the Academy Theatre, Lindsay, in which he is strong in his praise of "Smilin' Through," which picture has just completed a very successful run in his house.

Mr. Meehan succeeded in getting the co-operation of the merchants of his city with full-page tie-up, headed in large bold face type.

**"BUSINESS IS GOOD, LET'S GO
SMILIN' THROUGH."**

He also created a new advertising idea by placing cards on all doors with the wording:

**"PUSH—AND YOU GO SMILIN'
THROUGH."**

Some thirty operators in the telephone exchange were guests of Mr. Meehan, and their comment on the picture was in no little way instrumental in making the engagement successful.

Concluding his letter, Mr. Meehan says:

"Let me say that "Smilin' Through" is not only a box office clean up, but a picture that does the house good to show, and a person good to see."

Incidentally we might mention that "Smilin' Through" is followed by a number of box office attractions that will give First National its rightful place in the distributing field.

Watch Out For

A Front Page Story

The Truth About Gorham

CARL LAEMMLE, PRESIDENT UNIVERSAL, ASKS EMPLOYEES, "WHAT ARE YOU? GO-GETTER OR ARE YOU ALIBI MAN?"

THANK you for the opportunity to contribute to your New Year's number. I could make a lot of predictions. So could everybody else. They might come true. They might not. I could tell you a lot of things that Universal is going to do next year, things which I sincerely believe will mean as much for the advancement of the business as will the contribution of any other company, because Universal is embarking on the most interesting year of its existence.

But instead of that I am going to send you a pre-release copy of a new year's message that I am sending to every employee of the Universal Pictures Corporation. I send it without fear to my organization because I know them. It may be that the readers of the Canadian Moving Picture Digest would also be interested in it.

WHO IS HE?

I despise him more than I despise a dishonest employee. I have less use for him than I have for an incapable employee.

He irritates me. He arouses all the very worst that is in me. He makes me feel like taking him by the neck and shaking the daylights out of him. He is easily the worst curse in the organization. He is a curse to himself.

Who is he? He's the *Alibi Man*. He eats *ifs*, he drinks *buts*, he breathes *it-can't-be-dones!* He uses all his brain power to think up new excuses for not making good. If he spent half the real thought on his work that he spends on thinking up excuses for not doing his work well, he would be a whale of a success. As it is, he is only a useless cog in a great big world-wide machine.

He has more alibis at his finger tips than he has hairs on his ivory skull.

Ask him why he did not make a better showing last week and he has a million answers ready and waiting for you! The weather was too warm. It was too cold. It rained. It snowed. The blizzard raised hell with business. And, by the great horn spoon, he has even told me that business was bad because the weather was too good!

If you know of any Alibi Man working for this organization, pass the word to him that if I ever find out that he is an Alibi Man, I will fire him so quick that his head will spin. If he falls down on the job now and then, I'll forgive him. But if he falls down and then gives me a fake alibi for it, I'll fire him and he won't have any use for my forgiveness.

I've got a million times more respect and more real affection for the employee who is honest enough to say, "I don't know why I fell down on that job." than I have for the glib ready-tongued Alibi Man who is instantly ready to give me a hundred reasons why it was not his fault, leaving me to take my choice of all the reasons he gives.

I'm looking for Go-Getters. I'm anxious to reward every real Go-Getter.

Everybody in the organization is receiving a copy of this. What kind of a person received THIS copy? A Go-Getter or an Alibi Man? A real man never uses an alibi even if he has one. He *goes* out and he *gets* results.

Who is he and WHAT ARE YOU? Let your work give me my answer.

Clarence Causton Returns First Violinist, Imperial Orchestra, St. John, N.B.

Clarence Causton, formerly of St. John, who has been with the Regent Theatre Orchestra, Toronto, has returned to the Imperial Theatre orchestra, and is now first violinist.

"Queen of Moulin Rouge" Passes Censors New Brunswick Plays Queen Square, St. John

A full meeting of the New Brunswick Board of Censors was held to view the Canadian Releasing Picture, "The Queen of the Moulin Rouge." It was passed by the Board and will be seen at The Queen Square Theatre.

Director Hart Pleased With "Blue Waters"

Gavin Young, of the Ernest Shipman Company, New Brunswick Films, was in St. John recently, and reports that Director Hartford is pleased with "Blue Waters." The film is completed and only needs cutting and the completion of the titles.

Genial A. L. Gaudet Managing Venetian Gardens

A. L. Gaudet, the genial manager of the Unique Theatre, St. John, has taken over the management of F. G. Spencer's Venetian Gardens, St. John, which is becoming more popular than ever.

Exhibitors' Picture Reports

Name—"Barnes of New York."
Star—Tom Moore.
Trademark—Goldwyn.
Reels—5.
Exchange—Famous Players.
Story—Fair.
Condition—Good.
Slides Received—One.
Play Date—Friday and Saturday.
Remarks—Only a fair program picture.
F. R. Pursel, Lyric Theatre, Simcoe.

Name—"The Dust Flower."
Star—Helene Chadwick.
Trademark—Goldwyn.
Reels—6.
Exchange—Famous-Players
Story—Good.
Title—Good.
Slides Received—One.
Play Date—Wednesday and Thursday.
Remarks—A good programme picture.
Fred R. Pursel, manager Lyric Theatre, Simcoe.

Name—"D'Israeli."
Star—George Arliss.
Exchange—United Artists.
Reels—7.
Story—Excellent.
Condition—Good.
Slides Received—One.
Play Date—Monday and Tuesday.
Remarks—A wonderful picture.
Drew a big audience and pleased even the week before Christmas. A credit to the movies. Should be more of them.
Fred R. Pursel, manager Lyric Theatre, Simcoe.

Name—"Through a Glass Window."
Exchange—Famous-Lasky.
Condition—Real good.
Remarks—Fair picture.
J. A. Morrison, manager Star Theatre, Meaford, Ont.

Dominion Theatre, Ottawa, Walls Go Down and Hotel To Go Up

Workmen started the work of razing the walls of the Dominion Theatre, Ottawa, on December 19, arrangements having been made for the erection of a modern hotel on the site of the theatre. The Dominion was formerly the home of Keith vaudeville with pictures.



U. S. EXHIBITORS REPORTS

BIG ASSET TO FIRST NATIONAL

FIRST National needs no bigger publicity given their attractions than a resume of exhibitors' box office reports on new pictures as published in a recent issue of the Motion Picture News.

Exhibitors in a great many cases are guided by the information contained in these reports, and it is certainly a noteworthy mention that in not one instance of the six pictures listed has the report been other than one of praise and indicating financial success. Following is the list:—

OLIVER TWIST

Played to good crowds for a week's run. (Middle West.)

Did not do as well as expected for the first half of the week, but finished well. Was given enthusiastic endorsement by Federation of Women's Clubs board. Special potato matinee when kiddies brought gifts for the Thanksgiving baskets; went splendidly. (Middle West.)

Capacity houses. Patrons very enthusiastic. Most of them declared that Jackie Coogan far surpassed anything he had done, even "The Kid." While everybody thought the picture was a splendid piece of work, we heard a few say that they thought Jackie should not be cast in such serious roles, for a while. (Middle West.)

Very fine production, excellent acting by Jackie Coogan. Splendid telling of well known story and still we didn't have big crowds except on Thanksgiving Day. (Middle West.)

Canadian Educational Films Getting Unusually Big Business Montreal and Vicinity

Canadian Educational Films are evidently gathering in the business of Montreal and the district. In Quebec City they have secured first, second and third run in comedies covering the whole of the theatres in that city. In Montreal their second Lloyd Hamilton comedy, "The Educator," is showing simultaneously at Loew's and the Allen, whilst "Ocean Swells," a Christie comedy is showing at the Capitol. This covers practically all first run theatres in this city. In the New Year, early, "Man versus Beast" will be released at one of the big moving picture houses.

A DANGEROUS AGE

Splendid clean picture with plenty of entertainment value. Played to big business. (Middle West.)

EAST IS WEST

Constance Talmadge, a real hit; went over in fine style. Went over with a bang. Let's have more like this one. (West.)

SKIN DEEP

Attracted overflow business all week and on Thanksgiving Day broke the record of the house by many hundreds of dollars. (East.)

A good box office attraction. Did a lively week's business. (Middle West.)

LORNA DOONE

Crowds were enthusiastic about this feature. Although there was considerable comment when it was first announced as coming, on account of many who held the book a favorite, it was supposed that it would draw high-brows, mainly. Interest in the picture was built up ahead of time through newspapers and did fine business. Many expressed themselves that it was one of the best pictures of the year. (Middle West.)

THE ETERNAL FLAME

Good picture and business up to par. (East.)

The skeptical person might say that these have been selected for publication here, but that is not the case. It is also important to note that the pictures listed are practically successive releases on the First National 1922-23 program.

Imperial Theatre, St. John, Plays "Blue Bird Jr."

The Imperial Theatre, St. John, N.B., has a very elaborate playlet, "Blue Bird Jr." with the "Rossley Kids" for the Christmas season.

A playlet introducing local children played the Opera House, St. John, under the direction of Mrs. A. C. D. Wilson of the Board of Censors.

Watch Out For A Front Page Story The Truth About Gorham

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....

EDUCATIONAL SHORT SUBJECTS HAVE MADE SHORT SUBJECTS A FEATURE UNANIMOUS OPINION

ONE outstanding development in the motion picture industry during the last year has been the increasing recognition given to the shorter subjects, both by exhibitors and the public, when those short subjects were meritorious.

To those who have followed the trend of exhibitor advertising and exploitation all over the country, it has become more and more apparent that the time is drawing nearer when the motion picture will be judged solely on its merit without regard to length.

All the efforts of the entire organization of Educational Film Exchanges, Inc., have been bent toward providing for the exhibitors of the country pictures of one and two-reel length that are of equal entertainment quality with the best of the longer feature pictures available to those exhibitors.

It becomes apparent that this is true when the foremost motion picture critic in the country, writing for a great newspaper syndicate whose articles are printed in hundreds of newspapers, says:

"The short films point the way to the feature photoplays. The two-reel comic has always been in advance of multiple reel photoplays in the development of a distinctive form of expression. No other short films, such as scenics, animated drawings and polite comedies are of more originality in subject and form than the feature films."

Especially notable progress has been made in the production work on Educational's two-reel comedies—Christie Comedies, Mermaid Comedies and Hamilton Comedies.

Several of their pictures have stood out among the popular pictures of the year, regardless of length. Such subjects as "That Son of a Sheik," "Pardon My Glove," "Let 'Er Run," and "Choose Your Weapons," have met with unanimous praise. Robert E. Sherwood, reviewing two of these pictures in file, said:

"The Christies are about the only comedy producers since Sidney Drew died, who have been able to strike a happy medium between light farce and slap-stick, and it is to be hoped that they will continue the good work—for the field is limitless."

Jack White's genius has made the present series of Mermaid Comedies a succession of surprises. Beginning with "Look Out Below," and including "The Steeplechaser," "Blazes," and other pictures, White has put into

each of these two-reelers an amazing number of thrills and laughs and has made them comedies of almost unbelievable high speed.

Lloyd Hamilton's work in the Mermaid Comedies series for two years earned for him a company of his own and his first Hamilton Comedies have already been seen and acclaimed. "The Speeder," which opened this series, has shown in many of the finest theatres in the country and invariably has created a sensation. One Metropolitan newspaper said, in reviewing a program including this comedy:

"Lloyd Hamilton steals the honors from —, his distinguished contemporary. 'The Speeder,' Hamilton's latest comedy, serves to keep audiences in a continuous uproar for two reels."

"The Educator," only recently released, has already shown signs of surpassing even "The Speeder" in popularity.

The present season has also seen several new groups of pictures added to the Educational program. These include the Earl Hurd Comedies, a clever combination of living characters and animated cartoons, presented by C. C. Burr; Lyman H. Howe's Hodge-Podge, and the one-reel Cameo Comedies, as well as the series of two-reel productions from the Conan Doyle stories on "The Adventures of Sherlock Holmes. Tony Sarg's Almanac also was taken over for distribution by Educational.

"The response from exhibitors all over the country," said E. V. Hammons, president of Educational, "has been most encouraging in the year just closing.

"So great has been this response and so rapid and consistent has been the growth of Educational's short subjects in public favor that it has been found necessary to open our own exchanges they grant Canada in order to accommodate our further increase in output for next season; and the increased volume of business from our Canadian exhibitors."

Dr. H. S. Bridges Improving After Long Illness

All New Brunswick managers of theatres and film exchanges will be glad to hear that Dr. H. S. Bridges, chairman of the N.B. Board of Censors, is improving in health, after an illness of some months.

"Dwellers of the Night" Urban Popular Classic Released by Vitagraph

"Dwellers of the Deep," the Urban Popular Classic released this week by Vitagraph, shows the rare specimens that inhabit the Aquarium, once Castle Garden, at the Battery in New York City. The short feature shows the strange life of the deep, from the sea-lions to the globe fish.

For the first time in the history of the New York Zoological Society, a baby sea-lion has been successfully photographed in motion picture. This baby lived only twenty-four hours and because sea-lions must learn to swim and this one never had a chance, he was named "Volstead, the Dry." Children will find this Urban of particular joy, for it will bring to thousands to whom the sea is unknown, a glimpse of the strange world beneath the water.

H. G. Roberts, Regent, Ottawa, Elected President Local

H. G. Roberts, pianist of the Regent Theatre orchestra, Ottawa, Ontario, has been elected president for 1923, of Ottawa Local 180, American Federation of Musicians, in succession to John Delaney of the Russell Theatre orchestra, who had occupied the presidency of the Ottawa local for about 14 years, during which time the membership had been brought up to the 300 mark. E. J. Seljes has been elected vice-president for 1923, while Norton Payne is treasurer; E. J. Cockburn, financial and recording secretary; F. Calman, F. Muhlig and A. Brown, executive officers.

Norton Payne, the treasurer of the local, is the organist of the Centre Theatre orchestra, Ottawa, and is also the relief pianist of the Loew Theatre, Ottawa.

Successful Supper-Dance Movie Fraternity, Montreal

The supper and dance at Ciro's was a decided success. Everybody who is anybody in the moving picture world was present and as the papers used to say: "A pleasant time was had by all." Dancing was kept going to a very early—or late—hour in the morning.

It is the general opinion here that functions of this kind should be held more frequently in order that the exchange men and exhibitors may have an opportunity to meet each other away from business pressure.

"WHEN KNIGHTHOOD WAS IN FLOWER" PRESENTED SHEA'S HIPPODROME

"WHEN Knighthood Was in Flower" will be given its initial presentation in Canada, the week of January 15th, at Shea's Hippodrome.

From every standpoint, this picture, starring Marion Davies, has been acclaimed one of the outstanding achievements of the picture art. The following statistics will give an idea of the magnitude of the production:

"When Knighthood Was in Flower" was filmed in 160 working days, during which \$1,221,491.20 is said to have been spent. Divided into working days of eight hours each, this represents an expenditure of \$7,634.32 per day, or \$954.29 per hour.

One of the largest sets ever constructed, covering over two city blocks, was used and more than 3,000 peared

The tilting armour used in the picture is from the collection of the former Emperor of Germany, and is valued at \$100,000.

The antique Gothic tapestries are valued as high as \$125,000 each. These and the other real art objects used in the production totalled more than \$500,000 in value. The jewelry which was used could not be duplicated for \$1,000,000.

In the scene showing the streets of Paris before Notre Dame, when Princess Mary, as impersonated by Miss Davies, comes to wed the King of France, over 3,000 people and thirty-three horses appear. This scene alone cost \$41,721.26 to construct, and, with its thirty-two separate buildings of old French style, occupied 28,800 square feet of floor space.

Another studio contained the duplicate of the great hall in Hampton Court, the historic palace built by Cardinal Wolsey and presented to the king. This setting was constructed in detail from the actual measurements and furnishings of the original, which is one of the relics of Tudor times still preserved in England.

The interior of Notre Dame, where Princess Mary wedded Louis XII, and was crowned Queen of France, was recreated in all its stateliness at a third studio.

Similar faithfulness to historic detail was given the scenes showing the interior of the Tower of London; the ancient tavern at Bristol; and disreputable Billingsgate district of London, and the palace of the King of France.

In the dual scenes twenty trained swordsmen took part. In one of these, Miss Davies, garbed as a boy, displayed her skill with the small sword.

The direction of the huge army of actors was the greatest task that ever confronted a director. Both the telephone and telegraph were used in manoeuvring the actors. Robert Vignola, the director, with his principal assistant director, Phil Carle, and fifteen other aides, communicated his instructions from a central point to all parts of the huge sets by wire. When the noise in the settings was too loud to permit of the use of the telephone, the telegraph was called successfully into play.

In filming the picture, 294,000 feet of negative stock were exposed, many cameramen working at the same time, as was the case when the big Paris street scene was taken. To reduce the picture to its present length of 10,500 feet, or twelve 900-foot reels, six film editors worked five months.

Supporting Miss Davies, who, as Princess Mary Tudor, does the greatest work of her screen career, is a remarkable cast of leading players of both the screen and legitimate stage.

"When Knighthood Was in Flower" is now in its twenty-second week at the Criterion Theatre in New York, and it has broken all previous records everywhere.

Eastman Theatre De Luxe Plays Christie Comedies

The new series of Christie Comedies, released by Educational, are playing at the new Eastman Theatres at Rochester, which was recently opened as the premier art theatre of the motion picture industry. Latest releases played at the Eastman are "Let 'er Run," "Ocean Swells" and "Choose Your Weapons."

Ottawa Press Praise Xmas Music at Theatres

In times gone by, the daily newspapers of Ottawa, Ontario, were accustomed to give special notice to church choirs at the Christmas season. This time, the Ottawa Citizen and The Journal both gave pleasing references to the film performances of the orchestras of the local moving picture theatres. The musical programs at various houses were described and the personnel of the orchestra was also published. There are 41 musicians at four of the leading local theatres while a fifth theatre, the Imperial, operates with one organist for all shows.

Ottawa Managers Co-operate Special Xmas Performances All Orphans Entertained

Exhibitors of Ottawa, the Canadian Capital, were among the first to offer co-operation with local public organizations in the providing of suitable entertainment at the Christmas season for orphans and the children of the poor.

Manager Frank Goodale of Loew's Theatre, placed the theatre at the disposal of the Rotary and Lions Clubs for a special Christmas performance on Tuesday morning, December 26, presenting 10 reels of pictures for the occasion. The Lions Club had the inmates of orphanages as guests while the Rotarians played hosts to the local newsboys.

Manager Don Stapleton of the Centre Theatre, co-operated with the Ottawa Kiwanis Club in presenting a free performance on Wednesday morning, December 27, for invited children of poor families and a Santa Claus was present for the distribution of gifts.

Manager Donat Paquin, of the Eden Theatre, in Hull, Quebec, across the river, gave the use of his theatre for a performance Saturday afternoon, December 23, for a special show and distribution of comforts to poor children under the auspices of the Rotary Club of Hull.

R. Romney

Vitagraph Inc.

Extends to the
Maritime Province Exhibitors
The Season's Greetings
and
Best Wishes for 1923.

29 Chipman Hill,
St. John, N.B.

Watch Out For
A FRONT PAGE STORY
THE TRUTH ABOUT GORHAM

RAY LEWIS REVIEWS "TROUBLE," "THE GAME OF LIFE," "JUST TONY"

"TROUBLE," an associated First National Coogan production, starring Jackie Coogan, again presents this little star in a story which gives him ample scope for his artistry. Such a little fellow and such a big artist. That is what one keeps saying to oneself while watching little Jackie. You have to keep saying it, for the child is so unusually clever, he impresses you so strongly with the fact that he is using his brains in his work, that you are more than likely to forget that he is just past the stage of being a baby and expect, not an ordinary man's work from him, but the work of an adult finished player.

When Film Daily said: "Please God, don't let Jackie grow up," this paper expressed the sentiment of not only the press generally, but the public. Not only would we desire to keep Jackie with his wistful baby appeal, but just a little boy, in stories where he can play just a little boy.

"Trouble" is the right kind of a story. "Jackie" is in an orphanage which is obliged to close its doors through a lack of funds. Jackie is adopted by a plumber and his wife, the wife really does the adopting. It so develops that the plumber is physically "too strong" to work; and the cupboard being bare, Jackie answers an emergency call for a plumber. He nearly precipitates a flood, and is rescued by the mistress of the house from the onslaught of the servants, who, having floundered about as fishes, pursue him with a vengeance. It later occurs that the plumber is imprisoned for beating his wife, and Jackie is the "star" witness. This gives the little fellow an opportunity for some forceful acting and Jackie rises to the occasion like the true artist that he is. The father and mother of the wife arrive to take their daughter home to the country; and Jackie is included, not forgetting his dog, in the home return. "Trouble" is in the front row of box office attractions. It will make your audiences laugh and cry. Entertain them in your theatre and prove entertaining conversation for them in their home. What more can an exhibitor desire, what more can he give his patrons? The cast gave Jackie excellent support. The wife being particularly appealing, while the judge furnished a fine character bit.

"THE Game of Life," an English production, made by Samuelson, opened an engagement at Massey Music Hall, the day preceding Xmas. Judging it from the standard of Eng-

lish productions it is the very best we have had, save with one exception, the Sherlock Holmes, two-reel series. As a full length feature production it is probably the best.

The story deals with the birth of four children and follows the lives of these through a period of about fifty years. The periods include the coronation of Queen Victoria, who is one of the babies, her marriage to Prince Albert, the Crimean War, the advent of Florence Nightingale, the Charge of the Light Brigade, and the Queen's Diamond Jubilee. Through these big scenes threads a story of a girl born blind, one who becomes blind. The first blind girl regains her sight, the second is blind for about ten years and then regains her sight again. The husband of the second blind girl becomes involved in a murder, committed by the knave of the story. He is imprisoned, and about to be hanged for this crime, when a fire at the prison enables him to escape. He is reputed to have perished. War finds him in the regiment of the "knave" who tries to send him to his death by entrusting to his care certain dispatches which to deliver would lead him into the enemy's ranks. The "knave's" plans succeed. Our hero is made a prisoner. The comedy element is furnished by a "cockney" and his sweetheart, later his wife. This "cockney's" vocation in life is peddling fish. He happens to rescue an eccentric Duke from some highwaymen and the Duke wills the "cockney" his estate. This part of the story would have been sufficient to have furnished a story on its own account, and is as funny as "The Better 'Ole," which is saying a great deal. The son of the "cockney" becomes "drummer boy," is taken prisoner and meets with our hero, who entrusts the delivery of the "important dispatches" to him. He is again taken a prisoner and court-martialed. The news of his death and the appeal for funds with which to carry on the war, determines the "cockney" in his desire to give up the Duke's Legacy and return to the streets to which he belongs.

This is the barest outline of a story which involves the big scenes previously mentioned, and includes Derby Day, an old London Music Hall, processions, a prison fire, episodes and incidents almost too numerous to mention. The picture abounds with patriotism; and such scenes as the coronation, The Charge of the Light Brigade, the remnant of this brave regiment, after they had entered "The Valley of Death," the Queen's Dia-

mond Jubilee are indeed patriotic thrillers.

It is a big picture for Canada with unlimited exploitation possibilities. It should please generally and get big business. I must not forget to mention that the work of the various players was excellent and that all of the women in the cast were most good to look at, being more of the type of beauty we find in pictures made on the American continent. This is important since a great number of English pictures have lost their appeal through the lack of a physical appeal in their heroines. Also commendable is the fact that the Censors will have no worry in connection with "The Game of Life." There are no objectionable implications or combinations.

"JUST Tony," a Fox release starring Tom Mix, is undoubtedly the best Tom Mix picture I have ever seen; and those who follow Tom Mix religiously say that "Just Tony" is the best Tom Mix picture yet made.

The story revolves around a horse, first in his wild state, and then in various stages of domestication. The horse used in this picture has not only horse-sense but human sense and intelligence as well. He is a beautiful as well as a wonderful beast. Lovers of horses will just "rave" over him; and even those who are not "horsey" in their tastes will do a little "raving" anyway.

The moral is obvious. A horse is an intelligent, sensitive animal. He reflects the treatment of his master. He is by instinct as much of a friend to man as is the dog. Injury only makes him destructive, man's enemy.

A thread of a love story, introducing the girl, the bad man, cowboys, ranch atmosphere, pads out the picture when the horse is not in evidence. But the horse is it with a capital I, and Tom Mix is generous enough to give him the centre of the story, playing with him and around him. You cannot be neutral about "Just Tony." You will love it and so will your audiences. It should be exploited among the "unique and meritorious productions." My congratulations to Lynn F. Reynolds, who wrote the scenario and directed the picture so splendidly; and to the cameraman, Dan Clark, who must have been very much "on the job" to have secured such intimate flashes of Tony.

**Watch Out For
A FRONT PAGE STORY
THE TRUTH ABOUT GORHAM**

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some of the best box office attractions
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announcement**

1923 JANUARY 1923

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Last Year.	New Year.	1st Year.	

THRU

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Another First National Winner
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as Fagin

Gladys Brockwell
as Nancy Sykes

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Lewis Sargent
as Noah Claypool

and

JACKIE COOGAN

in and as

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The Trade-Mark that
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Name twenty pictures that are recognized box-office successes and see what is the percentage in favor of First National——the answer will prove the value of our suggestion.

Use the Trade Mark in all your advertising.

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Howe has finished twelve one-reel gems that sparkle with fun, puzzling pictures, and art shots from nature that are positively amazing.

The first of the series, titled "King Winter," will be released soon. Every Educational Branch will be pleased to show this picture. You may then judge the surprises you have in store for your audience if you secure the series of Lyman H. Howe's Hodge-Podge for your theatre.

*These one-reel specials, released once a month, started in October,
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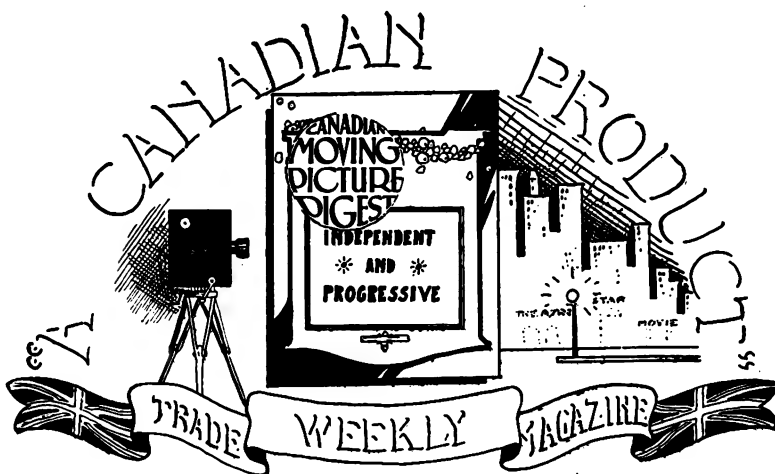
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JANUARY 6th, 1922

The Hall of Fame

LIFE has two Halls of Immortalization, the Hall of Fame, in which the benefactors of mankind are placed and remembered, the Hall of Shame, in which those who have been of evil influence, are placed and remembered. It has happened that the generation of one age, having placed some of their children in the Hall of Shame, later generations have placed these same children in the Hall of Fame.

It is difficult to judge a man's right for the Hall of Fame while he is still a part of the civilization and life of the generation in which he has been born. The human species are inclined to be comfortable to move along in the paths which offer the least resistance and obstruction; and new ideas are conceded by the majority to be nuisances, interfering with the sluggish march forward. It therefore happens that new ideas collect around them only a minority and the more fervent and enthusiastic that the minority becomes, the more antagonistic does the majority become to the idea and its followers who are lucky to escape with their heads on their shoulders. Not all are lucky. However, the populace in regret for their bad temper at being disturbed, their lazy interpretation of the new idea or ideal get replicas in bronze or marble of the heads which they have decapitated, placing these in the Hall of Fame. It has frequently happened that the decapitation process of heads of learning has not always been followed by the erection of tablets of memory, according honors to the dead. Some mobs, more stubborn and thick-headed than others, never get the idea or ideal, and it has taken one, two and three hundred years of peoples, in accordance with the immensity of the idea, before the martyrs to progress are taken from their lowly graves and placed in the Hall of Fame.

Let us analyze the significance of the phrase, Hall of Fame. What does it mean? Presumably to live in life's memory. Fifty years from today, one hundred years, two hundred, and on and on, a name will be remembered in gratitude for service. That is the Hall of Fame, as optimists know it. In glancing through the list of names selected in the Moving Picture Hall of Fame, eliminating Edison, for he stands already in many niches of remembrance, what moving picture names do you believe will be remembered by the children of one hundred years to come? The answer depends upon moving pictures. Here is a tremendous idea and ideal, what have we, into whose hands this idea and ideal have been entrusted, done with our trust? Have we played for The Almighty Dollar, or have we played for the Almighty Ideal?

We can each answer this question. If we take a survey of the entire picture industry, what has been the predominant idea, what is the ideal toward which we have been and are striving? The Almighty Dollar appears to be the answer. It is true that we need money in order to live, but how many of us, instead of using money to live, have lived only to use money? Have we made any progress outside of technical perfecting and perfection? What is the message of the screen? Have we a message? During the war we endeavored to project ideas and ideals, and we made money during this period.

If the moving picture industry could be classed as an industrial only, it might take the place with other machinery in life, but it is so much of an art, that is, it should be so much of an art, that it comes under the classification of arts; and since it is generally conceded that art, for money's sake, loses its sense of art, the moving picture art, with its box-office idea, has lost its ideal. How then can it live and where in the Hall of Fame will you find the names of those who have given to it of their best? Let us take heed. Instead of handing each other banquets and bouquets let us read present day history. There is a renaissance of the drama. Shakespeare comes to us with all the dignity, philosophy, humanity and beauty of his message. Broadway, the street of light thinking and heavy drinking, is offering Shakespeare to its seekers of entertainment. John Barrymore is appearing in Hamlet, not only appearing, but the public are clamoring for an opportunity to see him, David Warfield and Belasco are presenting Merchant of Venice. The Theatre Guild is said to be reviving Romeo and Juliet with Schildkraut of Liliom fame, while Belasco is hinting that Lenore Ulric may be seen in his production of Romeo and Juliet. The Selwyns and Hopkins announce that Ethel Barrymore and Jane Cowl will appear in productions of Romeo and Juliet. Not only are we to have a deluge of blank verse but a deluge of verse which is far from being blank in another sense.

In reviewing the list of playwrights who will contribute to New York's season of drama, one is impressed with the number of names which are very securely fixed in the Hall of Fame. What does it convey to moving pictures? That the public is in a mood to be entertained seriously. That art with a capital A appears to be the big pursuit; and that under these circumstances the public will not pay fifty cents to see a moving picture with an idea no bigger than a monkey's brain can conceive, when for fifty cents more they can see a work of art. The result is obvious.

RAY LEWIS.

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GENERAL MANAGER ALLEN THEATRE BROADCASTS SAFETY-PINS IN EXPLOITING "BROTHERS UNDER THE SKIN"

MR. B. CRONK, General Manager of the Allen Theatres in his exploitation of "Brothers Under the Skin," broadcasted thousands of safety-pins in cards reading: "You have been elected an honorary member of the A-B-U-T-S, this is the official pin, wear it when you come to the Allen to see "Brothers Under the Skin." This was followed up by cards with a safety-match inserted and reading matter as follows: "Most

matches are failures, don't get married until you see "Brothers under the Skin" at the Allen."

A huge moving van was sent up and down the residential streets with painted banners reading: "This furniture is being moved for non-payment of weekly installments, don't get married until you see "Brothers Under the Skin" at the Allen." All this exploitation attracted considerable attention, results, big business.

VIOLET OLIVER, INTERNATIONALLY FAMOUS "SUN MAID" GIRL OF CALIF. APPEARS IN EDUCATIONAL

VIOLET OLIVER, internationally famous "Sun Maid" girl of California, is changing her title to that of Mermaid girl, since she is making her screen debut in the Mermaid Comedy "High Power," which Jack White has just completed for Educational.

Miss Oliver bears the distinction of being perhaps the most photographed girl in the world. Selected by twelve thousand raisin growers of California as the prettiest and most typical girl of the San Joaquin Valley, Miss Oliver has traveled sixty thousand miles in eighteen months, visiting every state in the Union with one exception, and visiting every important city and town in each of these states.

In these cities Miss Oliver was the subject of photographic contests held under the auspices of leading newspapers for the best photographs taken of her during her visit. These news-

papers carried hundreds of columns of front page stories about these contests and about Miss Oliver, presenting many new pictures of her. Among the papers which held these contests was the Chicago American, which offered a prize of \$1,000 for the best picture of Miss Oliver made by an amateur photographer.

Eight column "banner lines" and prominently displayed stories were carried on the first page of the American each day of the contest.

A likeness of Miss Oliver is also on every package of "Sun Maid" raisins, so that her face has been seen by millions all over the world.

Miss Oliver was born nineteen years ago at San Jose, Cal. She was educated in a convent at Stockton, after having appeared as a child singer and dancer in vaudeville. She has the principal feminine role opposite Lige Conley in "High Power."

HODKINSON SHORT SUBJECTS CONTAIN INTERESTING FEATURES AND NOVELTIES

THE ALL STAR COMEDIES, two-reelers featuring Charlie Murray, Raymond McKee, Mary Anderson and other well-known names. There will be thirteen of these comedies, the first was released early in December, and since then

these comedies have been released at four-week intervals. The name of the first comedy was "Faint Heart," and reports on it stated that it was "a knockout."

BRAY ROMANCES were previously released under the name of

Technical Romances, but this name was abandoned because it did not convey the correct idea in regard to the merits of these pictures. There are thirteen in all, released every four weeks, the first release was Dec. 10th.

BRAY COMEDIES. Thirteen in total, to be released one every four weeks. Comedies that are truly comedies. They are reported as guaranteed to make the worst grouch laugh.

DAYS AFIELD WITH ROD AND GUN. Six of these subjects will be released, the first Dec. 24th. A great advertising campaign is being conducted through the magazine of this name; and this coupled with the interests of the subjects should put them over in great style.

All short subjects and Hodkinson features will be given equal exploitation. Mr. Gilroy, a brilliant advertising manager and his assistant, Mr. Gallup, in conjunction with a fine staff of publicity writers, artists will devote themselves in the preparation of copy, the getting out of press books and paper and the planting of publicity material where it will do the most good for exhibitors.

Mr. Harry Macdonald, who was responsible for Fashion Promenade, Mr. J. F. Shea who assisted Mr. Macdonald in recruiting and rehearsing members for the Three Fashion Promenades, which were such a tremendous success, Mr. Charles Johnston Post, who has done and is doing such wonderful work on "Fun From The Press," and Mr. John Rohlf are all members of Hodkinson publicity staff. An organization of such brilliant men should produce advertising and publicity angles which cannot fail to register with the public.

Unlimited Exploitation on "Brothers Under the Skin"

A Canadian Association of "Brothers Under The Skin" was formed by the Goldwyn Exploitation Dept. Basil W. Essey, Toronto Solicitor obtained a charter from the Dominion Government. Newspapers broke the story and women from all parts of Canada wrote in letters of protests and complaints against Domestic Felicity. Papers anxiously looked for stories and urged their subscribers to write in their opinions. Immediately after the Toronto Club was formed, Winnipeg and Calgary got into line. Mgr. Allen of Calgary worked a most effective tie-up by coupling municipal candidates and their opinion of their wives in regard to husband's staying away from home to attend civic duties.

"EAST IS WEST" CONCEDED TO BE BEST YEAR'S FEATURE

"EAST is West" played to tremendous business at the Allen, London, Ont. Patrons expressed themselves as particularly gratified at the efforts of the management in providing adequate presentation. The corridor was hung with oriental rugs, tapestries and lamps being also utilized. Incense was used lavishly. Heralded as one of the outstanding pictures of the year patrons agreed that no better picture had been presented during the last twelve months and the consensus of opinion is that "East is West" will make many Allen patrons. The following review which appeared in a local paper speaks for itself:

Constance Talmadge, presenting "East is West" on the screen as the greatest achievement of her career, has imbued that rôle with a vivacity, a verve, a touch of happiness and equality of pathos that is irresistible. She sweeps from Shanghai to San Francisco, strong in her love for Billy Benson, eager to prove herself at home

among the whites, to learn their habits. It is unfortunate that the only place where she can observe those customs is at Kelly's dance hall, which is all that its name implies; so that Ming Toy's first achievements are the gum habit, the shimmy, the short skirt and a beautiful flow of slang. Her use of all these provides some of the spots of the production both in humor and in drama.

Her supporting cast is unique, embracing Edward Burns as Billy Benson, Warner Oland as Charlie Yong, Nigel Barrie and Winter Hall.

Miss Talmadge is utterly delightful as Ming Toy, the quaint and adorable. She lends a charm all her own to the many scenes of delicious comedy.

To see Constance Talmadge as Ming Toy defending herself, literally tooth and nail, from the unwelcome advances of the rich Chinese merchant who would buy her from the "love boat" is to be reminded of the "mountain girl" in "Intolerance" in which Miss Talmadge's first distinguished herself conspicuously.

Allen, Montreal, Entertains 2,500 Children, Auspices Elks, Montreal Lodge

Under the auspices of the Montreal Lodge of the Elks, children to the number of 2500 were recently entertained at the Allen Theatre, the performance being specially arranged by Manager George Rotsky. In addition to a fine program each child was presented with a parcel of fruit and candy together with a little flag. The entertainment was a huge success.

Phil Hazza Resigns Famous Players Film Service

Considerable changes have taken place recently in Famous Player's offices in Montreal. Phil Hazza, formerly Montreal manager, has resigned and is at present contemplating taking over representation of certain special pictures in Eastern Canada. Nothing is however definitely settled by him as yet. Bill Singleton and Ben Kaufmann are carrying on in Famous Players as office manager and sales manager respectively.

Watch Out For

A Front Page Story

The Truth About Gorham

"Skin Deep" Will Prove Money-Getter for Exhibitors

Charles Larkin reviewing this picture in "Motion Picture News" of September 30th, says:—

"This is a picture with punch plus, it is different. It grips. It reminds us that we have, at least most of us, forgotten a great duty—to help the disabled former service man back on his way up—we are carried through a series of thrilling scenes—punch!"

The exploitation possibilities of this picture are unlimited. Soldier organizations in various cities will get behind it and they should be given a percentage of receipts for handling an out-door sale of tickets. There is an angle of women's shops and drug store tie-ups in connection with the title.

A screening of the picture a week in advance of playing date for Welfare organizations, judges, court officials, jail officials and city authorities. Certain matter in connection with the administration of justice in our police courts can break into news columns several weeks in advance of playing date.

The original American version of the picture has been changed to suit Canadian tastes, and this fact, together with other exploitation angles should make the picture a very profitable engagement for any theatre. The First National exploitation Department will gladly send out free service on this picture and assist in any way that might make it a successful purchase to the exhibitor.

HODKINSON

has it!

The Sensation of a Century

The Greatest Title Since *"The Birth of a Nation!"*

BULLDOG DRUMMOND

The Greatest Melodrama Since *"Go and Get it!"*

EDWARD HORTON OF "FRONT PAGE STORY" HAS RISE TO POPULARITY

"A Front Page Story" is the third Vitagraph picture in which Edward Horton has appeared. Until Jess Robbins engaged him for "Too Much Business," he had never played before the camera. Every fan and every exhibitor who saw that comedy realized that in Horton there was a find, a new comedian, one who played comedy in a style hitherto unknown on the screen, a farceur whose style was reminiscent of Willie Collier fifteen or twenty years ago.

Horton was well known as a stock actor. He had played in stock in Brooklyn, Philadelphia, Pittsburg, Portland, and for the last two years was leading man at the Majestic Theatre in Los Angeles. Although he had been a resident of that land the camera never had tempted him.

When Director Robbins evolved his idea of comedies of real life, in which a young business man should dominate he went to Horton. Horton saw in Robbins' plan his chance to play what he most enjoyed, farce comedy with alternate touches of heart appeal, and he accepted.

When "Too Much Business" was released the critics greeted the new comedian with commendation. "The Ladder Jinx" added to his popularity with the fans. Of his performance as Rodney Marvin in "A Front Page Story," the writer of the column "Pictures and People" in the Motion Picture News, said:

"The picture presents Edward Horton, who is as gifted a comedian as there is on the screen today. He puts over his comedy in all seriousness as all comedy should be played. Ask Willie Collier, he knows. Horton is a human and every day sort of fellow. There is none of the strutting actor about him."

And the Film Daily said:

"Horton is very real and his characterizations so natural that they make the parts seem thoroughly convincing; he has personality and individuality."

Allen, Montreal, Runs Half Page on Vitagraph "My Wild Irish Rose"

Vitagraph's "My Wild Irish Rose" appears to be coming into its own in Canada. The story which is in reality pro-British appeared to be rather slow in securing important notice in Canada, through a wrong impression. The Digest reviewed this picture quite some time ago and praised its merit and box-office possibilities. The Regent in Toronto which presented "My Wild Irish Rose," secured some excellent business, while the press gave to this feature much well-earned praise. The Allen in Montreal used a half page in the Montreal Herald, printed in green, announcing the engagement of this feature at their theatre.

MANAGER W. BAILEY, CUM-BAC RAISES IMPORTANT QUESTION DO YOU WANT DAYLIGHT SAVING?

MANAGER W. BAILEY, of the Cum-Bac Theatre, Toronto, has raised a very important question in regard to daylight saving. All good ideas are presented in advance. Mgr. Bailey is not one hour too early in his opening of this question and we trust that not only the exhibitors but the exchanges as well will interest themselves actively in combating a temporary ruling which appears to be of such a damaging nature to the picture industry.

We will be interested to publish your opinions on this question and also suggestions will be gladly considered. Do it now. It is your theatre which is involved. If as Mgr. Bailey states, daylight saving decreases theatre receipts from fifty to sixty per cent., it is a most serious question. We conclude that Mgr.

Bailey is not alone in his antagonism to daylight saving, that other exhibitors have experienced the same losses. We know that a decrease of business at the Cum-Bac is not due to a decrease of energy and "push" on the part of its management, that if this decrease has come with the introduction of daylight saving, the fault lies in the enactment of this law. Exchanges should take up this question immediately. Now is the time for action. Decreased theatre attendance means a decrease in sales and in prices for exchanges. The loss reflects itself throughout the whole industry. Are you interested? How much are you interested? What do you think about it? What do you suggest we can do?—Editor. Editor Motion Picture Digest, 27 Jarvis St.,

Toronto, Ont.

Dear Madam:—

I have been going to write you for a long time about something that is seriously effecting our industry, namely, the daylight saving, which will possibly take effect this year from March 15th to September 15th.

If you will remember, I spoke to you once or twice about this, and have been trying to figure out some way to stop this injustice.

The original vote taken on this by-law, five years ago, was 25,000 for daylight saving and 20,000 against it, which left only 5,000 of a majority.

Now in all spirit of fair play, myself and others who were against this measure, figured that the daylight enthusiasts have had their day, therefore why not revert back to standard time.

I have spoken to thousands of people in regard to this in all walks of life and with very few exceptions have I found any in favor of it. Just two weeks ago I spoke to Col. Cooper of the Motion Picture Distributor's Association, and he promised to bring it up at their meeting, to see if something could not be done to kill this measure of this year.

I think that both the Motion Picture Distributor's Association and Exhibitor's Association should combine to kill this issue this year if possible.

As far as I can understand, the measure has yet to receive the Mayor's and Board of Control's sanction some time in January, if committees were formed to interview these people to put our side of the question up to them, I think something could be done to help us. As personally speaking, this measure has decreased my business 50 to 60 per cent. every summer.

Nothing has ever been gotten without a scrap, if you want anything bad enough, you must fight for it, therefore I suggest that we fight for it, and do it now, not wait until this measure becomes law.

Hoping you will give this the widest of publicity and also your help to kill this measure, I remain,

Very truly yours,

W. A. BAILEY,

Cum-Bac Theatre

A. E. Carr Appointed Assistant Manager, Allen

A. E. Carr, formerly manager of the Venetian Gardens, one of the best known west end dancing halls of Montreal, has been appointed assistant manager of the Allen Theatre.

Watch Out For A FRONT PAGE STORY THE TRUTH ABOUT GORHAM

Sunday, December 17, 1922

THE
Star
DAILY

5

A Very Definite Appeal to a Big Majority of Picture Goers

"THE NINETY AND NINE"

Vitagraph

DIRECTOR David Smith
AUTHOR Ramsaye Morris
SCENARIO G. Graham Baker
CAMERAMAN Steve Smith, Jr.
AS A WHOLE.....Fine money-making possibilities in this one for a big majority of exhibitors

STORY.....Contains elements of appeal that make it a good general audience picture that will prove sure-fire for "fan" crowd

DIRECTION.....Very good for a picture of this kind; sequences too long drawn out occasionally; climax a genuine thrill

PHOTOGRAPHY First rate

LIGHTINGS All right

PLAYERS..... Warner Baxter and Colleen Moore both do splendid work in this with Lloyd Whitlock, Gertrude Astor, Robert Dudley and others giving capable support

EXTERIORS Suitable rural locations

INTERIORS Good

DETAIL Ample

CHARACTER OF STORY..... Fugitive, seeking forgetfulness in drink, is saved by little country girl and eventually has his name cleared

LENGTH OF PRODUCTION 6,800 feet

For the biggest majority of picture-goers in this country, the city patronage in particular. "The Ninety and Nine" will undoubtedly prove an especially strong attraction and sufficiently popular to make it a definite box office offering for those exhibitors who make up the largest part of the entire number of picture exhibiting theaters, catering to people who seek action and thrills for their entertainment in preference to originality of story or artistry of production.

And as an entertainment of its kind, "The Ninety and Nine" is thoroughly capable of satisfying the many who want their diversion supplied in quantities of thrills. Besides this element of appeal Ramsaye

Morris' story, adapted from the play, contains other angles that make it an attractive audience picture. It includes the ever popular regeneration theme in which a fugitive from justice, trying to drown out the past in drink, is urged to "go straight" by the little girl who sticks by him even when her father falsely accuses her and turns her out of his house. This sequence, especially, is very well handled by Colleen Moore and Warner Baxter, who have the principal roles. Director Smith has directed it well also except that he uses too much footage and draws it out longer than he should to obtain the best effect.

The development is smooth and the interest very well sustained. Coincidence is the most prominent means of development, but it probably won't annoy those to whom the picture will appeal and for whom it is evidently intended. Prohibition has been ignored for purposes of the plot, and hero drinks freely at an honest-to-goodness bar.

The very best feature of this production is the splendid climax which Smith has provided. The forest fire has been staged with unusual realism and offers a genuinely spectacular thrill. It has been excellently photographed, and no doubt will set a good many wondering how it was done. The train flying through the forest with the flames jumping at it from both sides is indeed fine.

Story: Tom Silverton, a fugitive, hides in Marlow, where a little girl of the town, Ruth Blake, urges him to give up drink, and her interest in him finally causes her father to send her from the house. Leveridge, owner of the railroad who, with his fiance Miss Van Dyck, is stopping with the Blakes, secures the cooperation of a half-wit admirer of Ruth's to frame a robbery on Silverton, whom he suspects to be Bradbury, the fugitive. How Silverton saves the lives of many in a forest fire and wins the admiration of all follows the clearing of his name which proves him not guilty of the crime which made him a fugitive.

CHRISTIE NEW YEAR THOUGHT IS TO PRODUCE ENTERTAINMENT

CHRISTIE has a Happy New Year thought, the idea being Thomas A. Edison's, and the execution of which the producer takes upon himself among first-of-January resolutions, Mr. Edison's recent statement was that it is "the first duty of the motion picture, to entertain; to bring more joy and cheer and wholesome goodwill into this world of ours."

Those were the exact words of the wizard of electricity, and Christie, being one of our most prominent comedy producers, declares that such has always been his pride—bringing wholesome good cheer into pictures—but

the new year will see still further efforts along this line.

Christie comedy program for 1923 contains some departures from the usual procedure of amusing films in that there will be still more of the scenic educational factors combined with merriment in the pictures made by Christie and his associates. The picture, made in Honolulu, for example, is one of the new program, and the lengthy trip was undertaken for the comedy. "A Hula Honeymoon," for the purpose of bringing new backgrounds and unusual pictorial beauty into the comedy subjects which are being prepared for 1923.

"THE RAPIDS," PRODUCED AT SAULTE, IS SHOWN AT ORPHEUM, DRAWS PACKED AND APPRECIATIVE HOUSES

"THE Rapids," another Canadian made picture, produced by the Saulte Film, under the management of Mr. E. Shipman, had its first Saulte showing at the Orpheum. Of course the whole town turned out to see it; and judging the picture by local reports it satisfied the Saulte that the picture was successfully produced and would reflect to the Saulte's glory as a picture producing centre. Mr. Shipman, in an address, predicted that Algoma would become a permanent producing centre and that the motion picture industry would mean an addition of from \$150,000 to \$300,000 to the yearly payroll of that district. Mr. Shipman announced that a slight change would be made in the finish of the picture showing the

"dreamer" as stepping out to conquer new worlds while his work went on. "In thirty days this picture will be showing in about one hundred and twenty-five cities," said Mr. Shipman. "It is a 100 per cent. production." Thirty thousand feet of film were taken and six thousand feet used. The following local review seems sound in its criticism and unflavored by home prejudice.

"With very minor exceptions "The Rapids" is a big, strong, well balanced picture, conveying in a subtle way much of the spirit of the Saulte of the old days. It will undoubtedly be a popular picture because there is a big worth-while story in it, even for the people who have never heard of Saulte Ste. Marie."

Canadian-Made Pictures Going Over Strong

Maurice West, partner in the exchange and entertainment firm of Burpee and West, has been in Quebec City lately, handling distribution of "The Man From Glengarry" and "The Rapids." He reports good business. The Carpentier-Battling Siki fight pictures are still going well throughout the Province.

Another Valentino Release "Stolen Moments"

The Canadian Releasing Corporation, Managing Director J. P. O'Loughlin, announce the release shortly of a first run Valentino picture entitled "Stolen Moments." It will be shown at the Strand, Montreal.

Oliver Twist Play Allen, Montreal, Soon

Associated First National Pictures Corporation will release "Oliver Twist" with Jackie Coogan at the Allen, Montreal, this month.

Empress and Capitol, Moncton, Have Same Lobby Entrance

It is not often that two picture houses have the same entrance. This is true of the Empress and Capitol, in Moncton, N.B., both being owned by Torrie and Winter. A railing divides the box office of each. The Capitol plays to a twenty-five cent top at nights and the Empress to twenty cents top night scale. The Capitol has an eight-piece orchestra, including two pianos.

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....

E. H. ADAM'S BUILDING NEW THEATRE, NEWMARKET, ONT.

MR. E. H. ADAMS has already started the building of a theatre on Main street, Newmarket. The lot upon which this theatre will be erected is 36 ft. wide by 102 ft. deep. The theatre will seat about 425. It is built of "rug brick" and rough stone trimmings adorn the front of the theatre, which will have in addition to covered lobby space, a ladies' waiting room. This is Mr. Adams' first venture in moving pictures, but he appears to have a clear idea of the possibilities and will no doubt utilize

the services of his brother-in-law who has had some practical experience in the exhibition of moving pictures. There is in Newmarket at the present time one theatre, "The Strand," seating about two hundred. It is the only picture theatre in Newmarket at the present time and appears to be operating at a good profit. The new theatre has an excellent location, being placed in a block which represents some very fine buildings. Mr. Adams present vocation is the art of making "men beautiful," in other words he is the "popular barber."

W. STEWART GROWS ENTHUSIASTIC TALKING ON EXPLOITATION "SATAN'S PARADISE"

"Any attraction that can stir up curiosity is bound to do big business," thus spake Bill Stewart, of the Goldwyn exploitation department. "Satan's Paradise" has unlimited exploitation possibilities, the appeal of a Canadian-made production, photographed in Toronto, produced in Toronto, producer and cast and staff all Canadian should draw its particular circle. Start a comparison contest, "How does "Satan's Paradise" compare with the average U.S. picture, and how do Canadian stars compare in ability and good looks? There is still another appeal. Mystifying stunts always arouse public curiosity. Thousands went to see "Sawing a Woman in Half" throughout Canada. Here's an attraction that actually shows how Sir Conan Doyle was befuddled and made to believe in

spirit photography. The exposure is shown in a clear and convincing manner. Every trick and fraud which has been used on the gullible spiritualistic public is shown in an entertaining and interesting fashion. Many protests will follow from magicians, spiritualistic advocates and necromancers whose secrets for years have been carefully guarded. The name of Sir Conan Doyle can be used in connection with all exploitation on "Satan's Paradise." In addition to the sensational features of this picture there is a story beautiful, appealing and entertaining. I believe we have a big winner; and I am awaiting the release date just as anxiously as the hundreds of fans and exhibitors who are constantly making enquiries. "Satan's Paradise" was reviewed in 'The Digest' issue of Nov. 25th.

L. R. Acker Donates Theatre To Help Stranded Company Troopers

L. R. Acker, proprietor of the Orpheus and Acker's Theatres in Halifax, N.S., donated the use of Acker's Theatre free for one afternoon and night for benefit performances in aid of the International Follies, a musical comedy tabloid organization of troupers that stranded in Halifax after a two-week's engagement at a theatre not under control of Mr. Acker.

Queen Square, St. John, Gets First Run Showings

Tom Mix in "Arabia," a Fox picture, was shown at the Queen Square Theatre, in St. John, before it was shown in some of the Upper Canadian and New England cities. Betty Blythe, in "His Wife's Husband," a B.B. picture, was shown at the Capitol, in Moncton, N.B., before it was shown in any other centre in the maritime provinces.

H. P. Carver Visits Montreal Regarding Production

H. P. Carver, managing director of Cosmopolitan Productions, has been spending considerable time along the Ottawa river in Canada, and the Temiskaming region, arranging for the producing of his picture in the early summer, "The Flaming Forest." Mr. Carver expressed himself most enthusiastically in regard to the scenic advantages of Montreal and Quebec, for historical value and picturesque quaintness.

Jackie Coogan To Follow With "Toby Tyler"

It has been announced that Jackie Coogan's next picture will be a comedy by James Marcus, "Toby Tyler." Toby is a little fellow, who, losing his mother, decides to run away and join a circus. The possibilities sound good for plenty of tears and comedy and the vehicle should give Jackie plenty of opportunity to make them cry and laugh.

Juvenile Fantasies Staged Xmas Week, St. John

During Christmas week, two St. John houses staged juvenile fantasies. The Imperial and Opera House were the theatres. At the Opera House seventy little girls were in the cost and choruses. The regular picture programs were shown.

H. M. Thomas To Make Annual Tour Canadian Lasky Houses Coast To Coast

With the temporary installation of Mr. Harry Dahn as manager of the Capitol, Mr. H. M. Thomas will begin his annual inspection tour of the Famous Players Canadian Theatres from coast to coast.

For Sale.

A Powers' Moving Picture Projecting Outfit complete, including machine spools, curtain, fire-proof screens to house machine while operating; small repair outfit; stock of carbons. Outfit complete in heavy metal-clad trunks. This outfit can be purchased for two hundred dollars, originally costing between eleven and twelve hundred dollars. Do not reply unless you mean business, and two hundred dollars is the lowest figure we will take. Parties intrusted would have to view this outfit to appreciate the sacrifice. Apply R. H. Pattison, 43 Main St. East, Hamilton,

Watch Out For
A FRONT PAGE STORY
THE TRUTH ABOUT GORHAM



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NEW YORK PUBLIC LIBRARY

RAY LEWIS REVIEWS "LORNA DOONE," "TESS OF THE STORM COUNTRY," "BROTHERS UNDER THE SKIN"

"LORNA DOONE," an Associated First National, Maurice Tourneur production, starring Madge Bellamy was given its Toronto premiere at the Allen Downtown Theatre. It tells a love-story which is filled with romance, sword-play and adventure. It is in truth the romantic drama as the literary school of romanticists conceive it. The Tourneur production presents a story which retains its consistent and simple appeal amid all its 1869 characteristics. Lorna Doone leaves you with a "good taste in your mouth," or more aesthetically speaking, with a half-regretful sigh that the days of romance are not the days of today, when royal maidens defied the King's wishes to marry commoners who were in truth noblemen.

The story opening tells of the approach of the "bloody Doones." Lorna and her countess mother enroute to London, stop to rest in a village in Devon. They are warned to avoid the path which will bring them in contact with the "Doones," a band of highwaymen, who rob and plunder, capturing the women with whom they mate. This band had as its leader a nobleman called Sir Ensor Doone, who has adopted this mode of living out of revenge for the injuries and injustices accorded him at the hands of men. The countess makes light of the warning, her party is attacked, she is left to die upon the sands, while her daughter is taken captive by the Doones. John Ridd, youthful villager of Devon, swears to avenge the capture of Lorna, which he witnesses.

The picture abounds with sword-fights, hand to hand battles, thrilling encounters and escapes, but it is the love of Lorna and John which holds the interests of the audience through all the vicissitudes which beset them. Madge Bellamy is an ideal Lorna Doone, she appears to have stepped from the pages of this romance. Her interpretation of the role is free from an affectation, she is Lorna Doone, gentle born, high-spirited, strong in her purpose to love, gentle in her spirit of loving. John Bowers, as John Ridd, makes an excellent lover. The scenes laid in Devonshire, England, furnish backgrounds and settings which help to place this picture among the screen classics. Frank Keenan, as Sir Ensor Doone, gave us another of his characterizations which will live. The entire cast is to be commended for individual perfection in

the roles assigned them. The moving picture industry should thank Maurice Tourneur for giving us "Lorna Doone."

* * *

"TESS Of The Storm Country," an United Artist release, starring Mary Pickford, presents this little star in her favorite role, if I may be permitted to quote her. "Tess" was probably Mary's first real success, and the new production of an old favorite is said to have been made by special request. The most important phase of this proposition is that Mary returns to us as young as she was when the picture was first produced, more mellowed in her art and beautiful. One always spoke of Mary Pickford as "very pretty," charming personality. Today Mary presents herself to us with a more serious expression underlying her winsomeness and this places her in form for the adjective beautiful. But it is not Mary's face, or her body which is the great attraction, it is Mary tout en semble, the whole of her.

"Tess" furnishes Mary with a role in which she is perfectly at home. In the laughter which was frequent and which attended the entrance of "Tess," and her subsequent bursts of temper followed by the use of hands and limbs, swift and true in their punishment, this laughter had with it that tone of affectionate merriment which one displays toward the cleverness of a young member of one's own family. Mary's audiences betrayed in their laughter, at the antics of "Tess," just what a warm hold Mary has upon them. The scenes which called for the more womanly traits in the character of Tess were flashes of sunshine, while the more emotional depths were sounded with such sincerity that they struck a responding sympathetic cord in the emotions of the spectators. The care of the baby, its baptism, the attacks by a "squatter suitor," the combats between the "squatters" and the legal authorities furnish plenty of exciting action in a picture which throughout radiates with merry examples of Mary's personality. An excellent cast supported the star. To inform exhibitors that they should not miss presenting "Tess" to their patrons is almost superfluous. It is a picture to which every exhibitor can sign his name in his presentation to his patrons.

"BROTHERS Under The Skin," Goldwyn feature thru Famous Players Film Service, tells a consistent possible story showing that women in all stations of life are indeed "made of the same stuff," sisters under the skin," and their husbands too are "Brothers Under The Skin." The rich man and the poor man alike are driven to desperation by the extravagances of their respective wives. Mr. Richman's pampered wife treats him with a haughty indifference, is unreasonably jealous and indulges in rages of temper skin to the Poor Man's wife, who lazes about while "hubby" washes the dishes and then flies into a jealous rage because of the "supposed attentions" of hubby to a "Divorced Neighbor." The family secrets of both families, the apparent inability of the husbands to say "no," where a big strong "no" is necessary, furnish ample opportunities for amusement. It all ends happily. Mr. Richman gets "fed up" and the "pampered wife" is told the meaning of economy. Mr. Poor Man, observing that the rich lady and his Millie might be twins, determines to adopt the Rich Man's attitude and Millie promises in return for the pay envelope and her husband's love to wash the dishes and abstain from "delicatessen meals." All ends happily. The submission of the wives proves fruitful, for both families appear to multiply in numbers and prosperity. When audiences leave the theatre and say: "I know a woman just like that," it is "the proof of the pudding." The story is logical enough to be true to life, and although it shows the husband as very much "hen-pecked," the whole picture presents the family relations most amusingly. Most wives feel that they are exceptionally good wives these will bring their husbands along to show them how terrible the other fellow's wife is. While husbands will urge their wives to go and see this picture in order to provide themselves with an alibi to use when wife becomes suspicious of a "meeting of the lodge," or refuses to wear her last spring's bonnet.

The exploitation can be followed along the lines which was introduced so cleverly by Mr. Stewart, of the Goldwyn Exploitation Department. "Sympathetic Husband Clubs" can be formed, the "Sympathetic Wife Club" will naturally follow. "Brothers Under the Skin" is a good domestic comedy, splendidly acted by an all-star acst. It should please generally.

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A Front Page Story

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*Bill of Rights for Husbands
Makes Man the Boss of Home*

*SAYS HALF THE WOMEN
ARE NEGLECTING HOMES*

*DEFEND DIVINE RIGHT
OF MAN AS THE MASTER*

*Daring Trio of Emancipators Seeks to Charter So-
ciety for Regulating Household on Masculine
Basis, With Diner*

*Brothers - Under-the-Skin Not
Joking - Movement
Serious*

BROTHERS

UNDER

THE SKIN

Now
Playing
at the
Allen
Downtown
TORONTO

*Men Who Org-
anize Against Wifely
Domination Will
Not Eat Far*

*The wife of such a person is likely to
scuttle out of coat. He might have the walking
delegate of his union call and
proceed far.*

*"Under-the-Skin" Fraternity
Driven to Trenches by*

REBEL HUSBANDS HATE FRATERNITY

*It Stands for the
Symbol of
Would*

*Organization to Remove Downtrodden Man's Shack
Asks for a Charter Here.*

*The restoration of man to king-
dom in his own home is the aim of
the association of Brothers Under
the Skin, with an application
for a charter after consultation with the*

Never has any attraction been given the publicity that
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Watch for our salesmen

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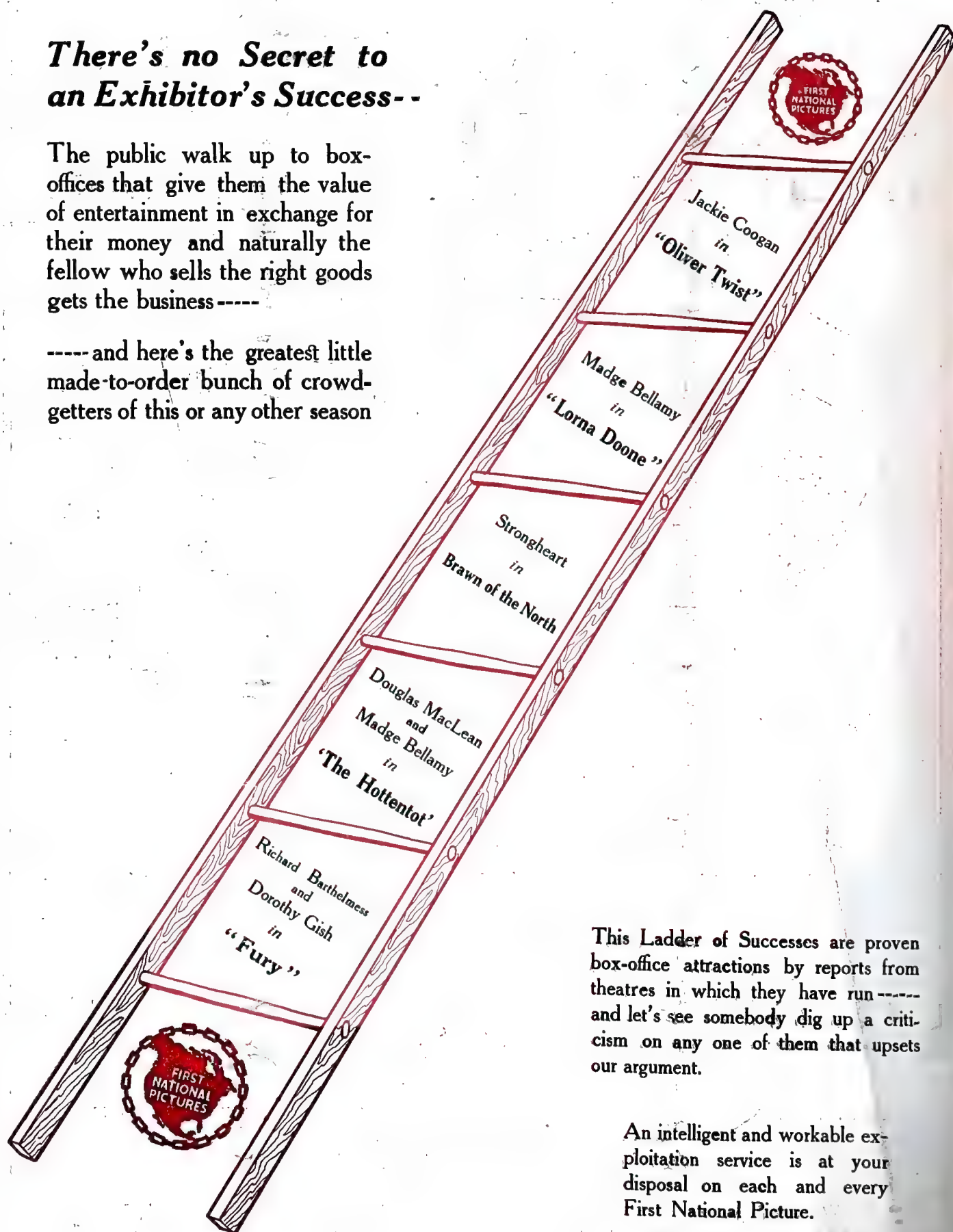
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JANUARY 13th, 1923



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"HIGH POWER"

A JACK WHITE PRODUCTION

MERMAID COMEDY

WITH

LIGE CONLEY

As fast and funny as "The Steeplechaser", which the Washington Herald described as "an absolute triumph of short-length farce, designed and executed to make one lose one's seat from laughter".

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*For More
Than a Year*

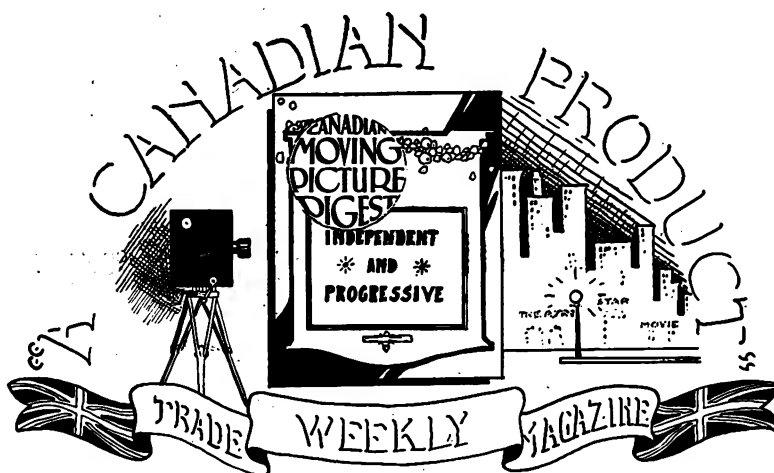
Canadian Educational Films Limited, Toronto Original Montreal St. John
NEW YORK PUBLIC Calgary Vancouver

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

Subscription \$2.00
United States \$3.00
Foreign \$3.50



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PICTURE DIGEST**

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HARRY J. MANHEIM
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TORONTO, CANADA

JANUARY 13th, 1922

DAYLIGHT SAVING?

THE question of whether Daylight Saving will again become ruler of the March of Time does not entirely depend upon the feelings of exhibitors in this matter, but exhibitors can use their influence to prevent the introduction of a measure which appears to have only a half-hearted support from a small majority who voted in its favor.

In discussing the question with Mgr. Guest of Hamilton, he informs us that the exhibitors in Hamilton, Ont., disregarded the measure entirely, carrying on according to Standard Time and thereby defeating, through this passive resistance, a ruling which they found detrimental to their interests. Mr. Guest also informs us that a new by-law will be voted upon at the end of this month, and that the Daylight Saving question will be a part of the issue.

In interviewing several exhibitors regarding Daylight Saving, the general opinion is that it decreases theatre attendance; and appears to give no general satisfaction to those people with whom exhibitors come in contact. If exhibitors are interested in defeating this measure they should take action at once. The screen can present a very forceful case to the people for the exhibitors and should be utilized for this purpose. Most exhibitors have political connections in their district, directly or indirectly, these should be approached and asked to co-operate in defeating a measure, which in injuring a representative Canadian Industry, causes a chain of injuries to prevail.

Most mothers who have children attending school, and children too young for school, object to the Daylight Saving measure. The unanimous complaint appears to be that children will not be put to bed an hour earlier, and it's a shame to deprive them of an extra hour's morning sleep. Those who are obliged to be at business at a regular hour each morning also object to the earlier

hour's rising, for no one appears to save this hour by starting the saving the night before. When the measure was first introduced it appeared to have won by a majority of five thousand out of about thirty-five thousand votes cast in Toronto. Twenty thousand in favor, fifteen thousand are said to have voted "No." At that period the measure had not been yet tried. Since then the people have voiced their disapproval but no vote has been retaken. It cannot be that only the exhibitors feel the loss in business. Other enterprises must be similarly affected. Exhibitors could have a ballot to give their patrons to mark; and petition for a new vote on the question, or ask for an abolition by public request. If your business is as affected as one exhibitor stated his business was, take the matter in hand. Do not depend upon some other exhibitor or interest to do this work for you. Do it yourself and it will be done, for if each exhibitor feels as you do, that another exhibitor will do the work for him, you will have Daylight Saving cutting into your receipts again.

We have in Toronto a Distributors' Association. This is a question which vitally concerns them. A decrease in theatre attendance means the old cry, reduction in prices and the closing of theatres despite favorable summer weather conditions. A general meeting should be called of exhibitors and distributors and a campaign of action mapped out, each exhibitor and distributor conforming to the rule, for in repetition there is the force of hypnotism. Keep on repeating an idea to the public, or those who represent the public and the idea will gradually take hold and become so much a part of that individual upon whom the idea was impressed that he will quite forget in fighting for this idea that it was not his. Get your appeals mapped out. Let each exhibitor present these appeals to their patrons upon the screen.

—RAY LEWIS.

WILLIE COLLIER TURNS PICTURE CRITIC LIKES SCREEN VERSION, "HOTTENTOT"

WHILLIE COLLIER, the comedian, has turned motion picture critic, and, unlike some authors of plays and novels, the star finds no fault with the picture adaptation of his famous foot-lights success, "The Hottentot," as it is presented by Thos. H. Ince. In fact he declares this First National release is bigger and better entertainment than his stage play.

"The story of the play," asserts Collier, "has been followed most carefully by the director, and what I forgot or could not think of, he has supplied. The photography is fine, the situation is funny and the action furiously fast, and above all, it is as clean as a hound's tooth. In fact, the laughs and thrills come almost as fast as the Hottentot runs. The subtitles I know are great because I wrote them." Then the comedian adds, "there are as many laughs in the picture as

there are bootleggers in New York and Chicago." To which we add, "some mouthful."

John I. Day, writing in the "On and Off the Turf" column in the "New York Morning Telegraph," says of the same picture: "Thos. H. Ince has produced the play with a racing scene as the big 'crash' that regular racing patrons and real lovers of race horses, and the sport of racing can go and see and enjoy. If other attempts at the so-called racing plays have wearied and even nauseated the lovers of racing with the one-track theme of half the cast villains and the other half in the way of outdoor sport and beating up a regiment of thugs with his bare hands, these patrons of racing who enjoy the screened drama may be assured of an hour of enjoyment when they get a chance to see 'The Hottentot.'"

Morrison Star Theatre Turns Them Away "My Wild Irish Rose"

"My Wild Irish Rose," Vitagraph feature, played Star Theatre, Meaford, Ont., Dec. 25th and 26th. On the opening night, Mgr. Morrison states that he was obliged to turn over a hundred people away, and the closing night of the engagement the same turn away business occurred. Mgr. Morrison states that he would have held this attraction over but could not on account of the bookings it had. However, he states that he is booking "My Wild Irish Rose" for a return date as soon as he can get it.

The "Stranger's Banquet" To Play Allen, Montreal

Famous Players are putting out the "Strangers' Banquet," a nine-reel Goldwyn super-special at the Allen, the middle of this month.

J. Pearson Appointed Special Hodkinson Representative

Jimmy Pearson has been appointed special representative of Hodkinson Pictures Corporation in Montreal. He was formerly salesman with Regal.

Another Mermaid company, headed by Lige Conley, is busy under the direction of Del Lord.

Jack White, Young Producer, "Finds" Peg O'Neill To Appear Educational

It is often said that real comedien-nes are very few and far between, but Jack White, the young producer-director of Mermaid Comedies for Educational, has made a "find"—one Peg O'Neill. Miss O'Neill is a "born comedienne," according to Mr. White, although she has never worked in comedies before. She is an old "discovery," for her training has been that of a college woman and dramatic actress. Before Jack White discovered her comedy ability she had attracted attention playing unusual "bits" with William Russell in "Mixed Faces" and with Gladys Walton in "Top Of The Morning." Miss O'Neill makes her comedy debut in "High Power," supporting Lige Conley, and will also be seen in the following Educational - Mermaid Comedy, which will be called "Casey Jones Jr."

May Pay Quarterly License Fees, Saskatchewan

Theatres, film exchanges and public halls in Saskatchewan may now obtain quarterly licenses under the amended regulations issued by the Saskatchewan government, in effect on Dec. 1. Hitherto the full year's fee to be paid in advance. The fee payable is one quarter of the annual license.

Dustin Farnum Appears "The Yosemite Valley,"

The New Year's attraction at the Patricia Theatre, London, was Dustin Farnum in "The Yosemite Valley," a Fox production. The feature pleased and drew excellent business.

HODKINSON
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The Sensation
of a Century

The Greatest Title Since "The Birth of a Nation!"
BULLDOG DRUMMOND
The Greatest Melodrama Since "Go and Get it!"

MGR. A. A. COOPER ELECTED MAYOR OF HUNTSVILLE, ONT.

A. A. COOPER, who operates the Lyceum Theatre, Huntsville, has been elected mayor of Huntsville, by a large majority. This will come as welcome news to his many friends in the motion picture industry.

One of the oldest, and in addition, one of the best respected men in the motion picture industry, Mr. Cooper has for many years been permanently identified with civic life in the town of Huntsville. Not only has he serv-

ed as alderman, but has also been on various committees for the advancement of his native town and has done much to bring Huntsville prominently before the eyes of the world. It is generally admitted by all who know the genial, "Sage of the Muskoka Hills," that there is no one better fitted to occupy the mayor's chair than A. A. Cooper, and the best wishes of his friends, both in and out of the motion picture industry, are extended him.

"Oliver Twist" Heads Allen Xmas Programme

"Oliver Twist" was the Christmas week program at the Allen, Winnipeg, and did a very large business. It was helped out by the regular musical nights. Manager Miller Stewart has inaugurated Symphony Concert on Tuesday, Syncopation on Thursday and National Musical nights on Friday with Children's Hour on Saturday. "Harmony," with the United Scottish choirs of 100 voices, on Dec. 29th, drew a packed house. Miss Eileen Flury, Chicago syncopator singer, was present the week of Dec. 11th and drew a wonderful week's business. Miss Jean Webber, of Chicago, is the attraction for the week of Jan. 8th, and Benjamin, the psychic, the week of Jan. 15th. Mr. Stewart is a real showman.

J. C. McConville Returns To New York From Maritime

J. C. McConville, New York, representative of Goldwyn, has returned to New York after spending two weeks in this territory (Maritime Provinces). He made his headquarters at the St. John office of the Famous Players, of which Abe Cass is the energetic manager.

Vitagraph Has Prepared Elaborate Exploitation Aids "The Ninety and Nine"

Vitagraph has prepared especially elaborate aids to the exhibitor for "The Ninety and Nine." The exploitation service prepared to "hook up" the theatre, the local newspaper is available at all local exchanges of Vitagraph. No exhibitor should miss obtaining the benefits of it.

J. Macklin Takes Managership Stephenson Attractions

Jake Macklin has taken over the Montreal managership of the Stephenson Attractions and will handle their pictures throughout the Eastern Canada field.

Heads of Regal Films To Visit Winnipeg

N. L. Nathanson and Arthur Cohen, heads of Regal Films in Canada, are expected in Winnipeg on an official visit early in January.

F.-P. Canadian Purchase Province Winnipeg

The Famous-Players Canadian Corporation has purchased the Province Theatre, in Winnipeg, and will present only first-run pictures, the product of the Paramount, Realart and Metro studios. A manager from the East will direct the house.

Mgr. Morton Building Gaiety Theatre Business

Henry Morton is steadily building up the Gaiety Theatre, in Winnipeg, by a consistent good policy and playing only the cleanest and the most recent features. "Monte Cristo" was the New Year's feature. A large family trade is steadily being developed.

Vitagraph's "Ninety and Nine" Gets Important Bookings

The Vitagraph Super Production, "Ninety and Nine," is being enthusiastically received by Maritime province exhibitors. W. W. O. Fenety, of the Gaiety, Fredericton, at once booked this splendid picture and it will have a very large number of bookings throughout the provinces.

Mgr. Golding, Host of Two Hundred Boys

Manager W. H. Golding, of the Imperial Theatre, was host to two hundred boys who had previously been the guests of the St. John Rotary Club at a Christmas dinner.

**Watch Out For
A FRONT PAGE STORY**
THE TRUTH ABOUT GORHAM

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....

CAPACITY AUDIENCES SEE "MAN FROM GLENGARRY," GRAND, LONDON

"THE Man From Glengarry," Shipman's Ottawa production, played a three-day engagement at the Grand, London, to capacity business, owing to other bookings it was impossible to extend the engagement, but the picture has been rebooked for a return engagement on the 11th of this month. The review from the Free Press is illuminating.

"The Man From Glengarry," Canada's first motion picture masterpiece, received a royal welcome at London yesterday, the Grand being thronged from 1 o'clock in the afternoon until 11 o'clock at night, and the patrons at the five showings of this wonderful picture were highly pleased by it.

In "The Man From Glengarry" Mr. Shipman has given Canadians something in which they can feel a real pride. His latest picture success was written by Ralph Connor, the famous Canadian author, staged in Canada, acted by a Canadian and financed by Canadian money. From first to last it is a Canadian product. Even aside from this endearing feature to Canadians it would hold its own with the best product of the United States studios. Scenically it is superb, and in its vivid realism it at times touches great heights, notably in a scene of tense dramatic character, in which Ranald and Lenoir engage in a fight, hand to hand, upon the floating logs, and Kate, the daughter of the fighting parson, essays her way across the perilous pathway to aid her sweetheart, falls in, is swept down the river and eventually saved from death near the falls. This scene is comparable to that other water scene in "Way Down East" and affords an unforgettable thrill.

"The Man From Glengarry" introduces its characters in an ordinary

measured way, giving the audiences time to appreciate the force at work while preparing them for the drama that follows. In this it is much like the phase of life it portrays—like the logs slowly moving on the broad reaches of the river, but gathering force and speed as the waterway narrows, until they go hurtling over the rapids. So vivid is the contrast between the opening scenes and those later on that the former may seem to drag a bit, but the skill of the producer is all the more thoroughly appreciated as the story develops.

There are no outstanding artists in the picture. The actors have all been chosen to suit the story and the log drivers, who take their lives in their hands and leap the twirling logs with uncanny sureness, play as interesting a part as do the leading performers. Marion Swayne as Kate, Warren Richmond as Ranald, E. L. Fernandez as Lenoir and W. S. Colvin as Col. Thorpe, all do excellent work, while Pauline Garon of Montreal, as Thorpe's daughter, gives a performance of much promise.

The special comedy of the engagement shows the Lee Kiddies in one of their most laughable productions, "Terrors of the Town." The scenic is also a Canadian feature. W. S. Colvin, who has a prominent part in the production, was in the city yesterday and enjoyed the showings. Capacity audiences were present at every performance and it is to be expected that big business will be the rule for the engagement, as the picture, aside from its intrinsic merit, carries a special appeal in that it is every inch and every minute a Canadian production and one of which Canadians may well feel proud."

Manager Kraker, St. John, Presents Xmas Playlet

Manager Kraker, of the St. John Opera House, greeted his patrons during the Christmas season with some very handsome slides and a film of great beauty which depicted a Christmas scene and flashed the management's greetings to the audience. The Christmas playlet presented at the Opera House, was full of very pretty Fairyland effects, and the clever acting and dancing of the children trained by Mrs. A. C. D. Wilson, of N.B. Board of Censors, and Mrs. Le Lacheur, one of St. John's best known musicians, brought forth generous applause at every crowded performance.

Mgr. H. Thomas Back From Western Trip

Manager H. Thomas is back at the Capitol Theatre, Montreal, from his trip out West. Mr. Dann will, however, continue in the management of this theatre.



Exhibitors' Picture Reports

NAME—"Frozen North."

STAR—Buster Keaton.

STYLE—Comedy.

TRADE MARK—Associated First National.

STORY—Good.

CONDITION OF FILM—Good.

REMARKS—An A-1 Comedy that never lags—Buster Keaton improving all the time.

Fred. R. Pursel, Lyric Theatre, Simcoe, Ont.

NAME—"Sonny."

STAR—Richard Barthelmess.

STYLE—Drama.

TRADE MARK—Associated First National.

STORY—Good.

CONDITION OF FILM—Good.

REMARKS—When I screened this film I did not enthuse over it, owing to the blind mother, who was good, but I was afraid of the sob stuff, but it was beautifully handled and went over big, they all liked it.

Fred. R. Pursel, Lyric Theatre, Simcoe, Ont.

NAME—"French Heels."

STAR—Irene Castle.

STYLE—Society Drama.

TRADE MARK—Hodkinson.

STORY—Weak.

CONDITION OF FILM—Good.

REMARKS—Miss Castle's dancing held this up. Story weak and away too long. Would have been better in five reels.

Fred. R. Pursel, Lyric Theatre, Simcoe, Ont.

NAME—"His Back Against the Wall."

STAR—Raymond Halton.

STYLE—Drama.

TRADE MARK—Goldwyn.

STORY—Good.

CONDITION OF FILM—Good.

REMARKS—An A-1 Friday and Saturday picture.

Fred. R. Pursel, Lyric Theatre, Simcoe, Ont.

NAME—"My Wild Irish Rose."

STAR—

STYLE—Irish Comedy.

TRADE MARK—Vitagraph.

CONDITION OF FILM—Good.

STORY—Good.

REMARKS—In my opinion this picture ought to be run by every exhibitor. I turned over a hundred away the first night and the second night likewise. I would have held it over, but could not do so on account of the booking it has. However, I will repeat this as soon as it is possible to do so.

J. A. Morrison, Star Theatre, Meaford Ont.

EXTRA! EXTRA! ALL ABOUT THE LLOYD HAMILTON COMEDY

LLOYD HAMILTON has an unusual comedy role in his latest Hamilton Comedy for Educational release, on which he has just finished production work. The comedy is called "Extra! Extra!" and presents Hamilton as a newspaper photographer.

The big comedian got the basic idea for his new picture from real life, watching the tribulations of a cameraman who was vainly trying to get a picture of a criminal who had just been captured by the police. Every time the photographer got ready to "shoot" something went wrong, and finally the man got away, bringing a chase of several blocks through the crowded streets of Los Angeles.

Newspaper work has always held a great appeal for Hamilton, and he ad-

mits that, if he were not a screen comedian, his chief ambition would be to be the star reporter on a metropolitan daily. For some time before filming "Extra! Extra!" and during his spare moments during production work on the picture, Hamilton spent much of his time in Los Angeles newspaper offices with reporters and editor friends.

Hamilton is supported in his new picture by Ruth Hiatt as leading lady, by Tom Murray and Russell Joy, as "one of the finest" and "one of the worst," and by little Bobbie DeVilbiss, who was seen with Hamilton in "Rolling Stones," and appears also in "No Luck," which will be an early January release. Tom Murray, who portrays the cop, has played "one of the finest" in almost every dramatic, as well as comedy company making pictures.

CANADIAN EXHIBITOR'S EXCHANGE HAS BEEN REORGANIZED "BUD" LENNON, GENERAL MANAGER

THE Canadian Exhibitor's Exchange has been reorganized and a new program, which is being completed, is in the course of being announced. Mgr. Fred Guest, Hamilton, has been elected the new president; J. Boyd, Mgr. Model, Toronto, vice-president; J. Isabel, Rex, Toronto, Board of Directors; J. Garbardin, Odeum, Toronto, director. Other directors appointed, A. Huttlemeyer, Queen's, Niagara, Messrs. Richard-

son and Redway, Odeum, Toronto, Thos. Scott, W. Stewart, Patricia, London; S. Lent, Dundas Playhouse, Toronto; Mr. Fred (Bud) Lennon has been appointed general manager. In a recent interview with Mr. Lennon he stated that it is the intention to dispose of the balance of the treasury stock and that additional capital has been obtained. Montreal exhibitors are reported as standing in readiness to join forces in securing independent product.

"Pest of Storm Country"

New Mermaid Release

"Pest of the Storm Country," the Mermaid Comedy featuring Louise Fazenda, has been finished, and will be released by Educational in February. Jack White has sent the Fazenda company to Wilmington, Cal., where the opening scenes for the second picture of the group featuring this popular comedienne will be taken. Bob Kerr is directing, and the cast includes Harry Gribbon and Cliff Bowes.

"The Terrible Tree" will be the next subject in Educational's series of Tony Sarg's Almanac.

Watch Out For A FRONT PAGE STORY THE TRUTH ABOUT GORHAM

"Front Page Story"

Unanimously Praised by Press

Edward Horton, in "A Front Page Story," the comedy-drama which is soon to be released in Canada by Vitagraph, has put over another one. It is his third picture and the critics are unanimous in their praise of his comedy.

Harold Lloyd in "Dr. Jack"

Creates Business Sensation

After a week's run at the Capitol Theatre, Vancouver, to capacity business, "Dr. Jack," Harold Lloyd's latest screen sensation, opened at the Dominion Theatre, New Year's Day, and broke all previous house records. Shortly after the box office opened at one o'clock, the S.R.O. sign was hung out and the long lines stood out in the rain all day. The balance of the week was almost as good.

Motion Picture News

"The Ninety and Nine"

Vitagraph—6800 Feet

(Reviewed by Charles Larkin)

WELL, folks, they've all come back. Yes, and they're in the movies! What? Why, the mortgage on the old homestead. The evil working villain. The hero fleeing from misguided justice. The village belle falling in love with said hero. The dirty deeds on the part of the villain to "git rid" of our hero. The village "human newspaper." The dash of the hero to rescue the folks in the next town. The arrival of the "papers" setting forth that Tom Silverton isn't guilty after all and the close-up of the loving doves "In the Shade of the Old Apple Tree."

Doesn't all this conjure up memories of the days when you used to sneak down to the old "opery house," and hiss the villain and loudly stamp your feet as the old engine poked its nose through the scenery, emitted a couple of puffs from its chimney, the hero dropped from the cab and clasped Nellie to his bosom? Didn't you like it in the halcyon days? Sure you did and you'll like it now, for in the second screen version, Vitagraph has made it all into a sure fire meller with all the trimmings and a bang up climax that will pull most folks close to the edge of the chairs.

The forest fire and the running of the locomotive through the flames to rescue the folks in a neighboring town is the big feature of this production. Seldom has a forest fire been more realistically portrayed on the shadow stage. This feature is well done—both coming and going. On the way back the hero drags a freight train filled with human beings.

The direction is good throughout, and the camera work during the fire scenes deserves praise. Life in a small town is realistically pictured and right here it might be mentioned that this one should prove a strong drawing card in the towns of these United States. Vitagraph has done well by this old classic of the barnstorming days.

Production Highlights—The dash of Silverton in a locomotive through a blazing forest fire to rescue the inhabitants of a neighboring village. The fine attention to detail. David Smith's excellent direction. Some fine camera work during the forest fire scenes.

Exploitation Angles—Why not rig up a small locomotive made out of beaver board, put a Ford inside it and drive it about town, loudly ringing a large bell the while? Play up the fact that this is the film version of the famous stage play. Tell them about Colleen Moore, Warner Baxter and other well known stars in the cast.

Drawing Power—There has been a demand for a rehabilitation of the old favorites lately. If your patrons are among those that like these pictures, hop to this one.

H. Allen Secures Globe

Theatre, Vancouver

The Globe Theatre, Vancouver, for a number of years one of the United Theatre chain operated by W. B. Dewees, and more recently by the Allen Theatre syndicate, is now leased by Harry J. Allen, of Calgary, and managed by Izzy H. Allen, brother of the lessee, both gentlemen are cousins of the Allen brothers of Toronto.

H. J. Allen has also secured leases of theatres in the three Prairie Provinces.

EDITORIAL COMMENTS ON SOME NAMES SELECTED FOR "HALL OF FAME"

"MARY PICKFORD"

IN glancing over the list of the Hall of Fame, some of the names which have received their niche and some which have missed, give rise to comment.

We will start with Mary Pickford, the only woman mentioned in either the Hall of Fame or the Honor's List. Mary unquestionably belongs, her niche has been earned, for Mary Pickford was the best propaganda moving pictures ever had, or will have. Mary established "Youth" upon the screen. She sent out an appeal to Youth, to Age, the Foolish Age and the Age of Discretion (if there is any). Through Mary Pickford's personality, moving pictures were popularized. It is difficult to think of moving pictures with Mary eliminated, it is interesting to consider what would have become the "popular heroine" had Mary not stamped her personality upon ninety per cent. of the screen stories. Mary will be remembered even after moving pictures have passed through so many stages of evolution as to render the present stage almost unrecognizable. This is the test of the Hall of Fame. Remembrance.

D. W. GRIFFITH

D. W. Griffith, winner of first place in the Hall of Fame, deserves his niche. Griffith has made moving picture history. He too will be remembered. As pioneer of the Idea and Ideal Supreme, Griffith lifted moving pictures on a plane so elevated as to compel those who breathe, rarefied atmosphere only, to breathe comfortably in a moving picture theatre. The fact that Griffith has produced since "The Birth of a Nation" pictures, superior in Ideal and production, will always escape the public. Griffith will be remembered as the man who produced "The Birth of a Nation," and showed the world moving pictures could be taken seriously.

ADOLPH ZUKOR

Adolph Zukor secured second place in the Hall of Fame. The moving picture industry realize that Mr. Zukor established a standard program of excellence, that pictures produced under his supervision aimed at dignified and luxurious representation. That through his sense of organization, efficiency, the business as well as the art phase of moving pictures became like "a house in order." Mr. Zukor is also responsible for dignified presentation through good English advertisement, but whether the public

in days to come will remember him as a benefactor, a creator, depends upon what place moving pictures take in the plan of life, oftentimes the man behind the gun is frequently forgotten, because his personal contact with the public is not there.

S. L. ROTHAFEL

Samuel L. Rothafel is the only exhibitor selected for the Hall of Fame. The industry know to what extent they are and should be thankful to Mr. Rothafel, but will the future public remember him and keep his memory green in the Hall of Fame? Mr. Rothafel unquestionably inspired producers to present pictures which would be an inspiration to Rothafel. The theatres under his management gave to moving pictures a setting which could not be surpassed. After Mr. Rothafel presented a picture, its success was assured and secured, unless the picture absolutely was a failure and Mr. Rothafel is not the type of exhibitor to select "failures." We must not forget to mention that musicians in general will remember the name of Rothafel, through what might have been a stage of privation for musicians, Rothafel, by the introduction of symphony orchestras started a musical urge, which expressed itself in all picture theatres throughout the country. We wonder if the moving picture public who like their entertainment served in de luxe fashion appreciate to what extent they are indebted to Rothafel. But since this phase of moving pictures is simply its framework, we wonder will he remain in the Hall of Fame.

CHARLES CHAPLIN

Charles Chaplin, selected by fifty-five members of the Hall of Fame jury, is a selection which even a deaf, dumb and blind jury would find hard to miss. Chaplin will always be remembered. Future grandfathers will chuckle and repeat to future grandchildren: "You should have seen Chaplin, my grandfather tells about him, he could make the worst grouch on earth laugh. Funny? There never was anyone as funny as Chaplin. Chaplin has been a God-send, to more pseudo and real comedians than any jester this age furnishes a record of. To be able to give a good imitation of Chaplin meant to be assured of three meals a day and a place to sleep. Said meals, nightingale's tongues, said chamber of repose furnished like a Sultan's harem. But it is not through this indirect philan-

thropy that Chaplin will be remembered. His name will be ever green in the Hall of Fame, because he wiped away tears of anguish with his irresistible funny antics at a time when the world was in mourning, wringing its hands over the hectacombs of its dead.

CARL LAEMMLE

When the history of moving pictures is written Mr. Carl Laemmle will be remembered for his pioneer and constructive work. We have noticed that Mr. Laemmle has been responsible for many original and creative ideas, all founded on a principle of "fair play," but it depends upon moving pictures, how long and how well Mr. Laemmle will be remembered; and if moving pictures do not surround themselves with any more glory in the future than they have in the present and the past, the men who are identified with its progress and development will be overshadowed by those others who appear to be striving to give moving pictures a permanent hall of shame.

Manitoba M. P. Hold Annual Election

A dinner was held in the St. Charles Hotel, Winnipeg, by the Manitoba Motion Picture exhibitors on the night of Jan. 4th, when the annual election of officers was held and a general good time prevailed.

Our Vancouver Correspondent Tips Off Exhibitors, Digest 1923 Service

The Moving Picture Digest is prepared to give the trade of Vancouver and B.C. in general, a tip top news service during 1923.

A wire service has been arranged whereby the Vancouver representative will forward all important daily news items by wire on Tuesday of each week, to catch the closing date of the current week's paper, which is on Wednesdays. The news will in this way be up to the minute, and the Digest is entitled to the support of the Trade of the Coast. Have you paid your subscription for 1923?

Capitol, Vancouver, Did Wonderful Holiday Business Goldwyn's Sherlock Holmes

The Capitol Theatre, Vancouver, did a wonderful holiday business the week of Jan. 1st, with John Barrymore in "Sherlock Holmes." An added attraction on the bill was the "Varsity Four," a clever quartette which pleased with several song numbers. At the Allen, Jackie Coogan in "Oliver Twist," was a big attraction for the holiday crowds.

Original from

CHRISTIE EDUCATIONAL ACTIVITIES CENTRALIZING ON COMEDY SATIRES

WITH the beginning of the new year there is great activity about the Christie Studios, now entering into their eighth year of sticking consistently to the short length comedies.

Al Christie, in addition to being president and supervising director of his organization, continues to direct pictures practically all the time, and in addition has Scott Sidney and Harold Beaudine directing new stories, featuring such comedy stars as Bobby Vernon, Neal Burns, Dorothy Devore, Henry Murdock and others.

Christie's plans for the coming year are very ambitious ones. A company has just returned from Honolulu, where scenes were taken for "A Hula Honeymoon." Advance information on this subject indicates that the South Sea Island type of drama is in for a little gentle kidding along the same lines as that employed in "Cold Feet," which guyed the Frozen North, and "That Son of a Sheik," which

satisfied the "Sheik" dramas of the day. Murdock, a comedian, who has fast been coming to the front in comedy under Christie's direction, has the lead in this picture, supported by Earl Rodney and Babe London.

Educational, which distributes all the two-reel Christie Comedies, has just released one of Christie's biggest satires, "Hazel From Hollywood," featuring Dorothy Devore supported by Murdock, in which the movie serial "thriller" and the girls who "would be stars if they had a chance" come in for a little kidding. This picture was directed by Scott Sidney.

Before "A Hula Honeymoon" gets on to the screen, two other Christie Comedies will be ready for the public. They will be "Be Yourself," a comedy about a strike of the girls in a shirt-waist factory, in which Neal Burns is featured, and which was directed by Christie, and "Second Childhood," with Bobby Vernon in the leading role directed by Harold Beaudine.

Several Rumors Develop Around Grant Scoullar

Grant Scoullar, well known in film circles in Western Canada, is reported to have accepted a position as treasurer with Grauman's new million dollar theatre, recently opened in Los Angeles, and Ed. Benson, late of Winnipeg, is said to be the manager. A local film manager is in receipt of this information which comes from Film Row, in Seattle.

J. V. Ward Leaves To Manage Allen

John V. Ward, for the past three years manager of the Province Theatre, Winnipeg, has gone to Brantford, Ont., where he will manage one of the Allen houses. Mr. Ward is a westerner with plenty of push and originality in his methods.

Ralph Thorne To Go On Road For F.-L.

Ralph Thorne, who has been office manager of the St. John Famous Lasky, will shortly go on the road as a salesman, his place in St. John being taken by Glen Kerr.

Many Xmas Remembrances For Picture Managers and Their Employees

Managers of a number of Winnipeg picture theatres were remembered by their staffs on Christmas eve. Miller Stewart was given a gold watch and chain and a gold knife at the Allen; Pete D. Egan was given a gold watch by the Lyceum staff; L. S. Straw was given a gold chain and a gold knife by the Starland staff; and G. Larson was similarly honored by the College staff. H. M. Thomas, at the Capitol, received a beautiful silk smoking robe from the Capitol staff in Montreal, sent through the mails.

While in Toronto, Mgr. Cronk received from the Allen Theatre staff, a smoker's outfit. Mr. Chantler, of Goldwyn, gave a banquet to Famous-Players Film Service managers and employees. Mr. Chantler was the recipient of a handsome and useful gift.

Barney Groves Reported Interested in Vancouver Stocks

Barney Groves, late theatrical mogul, of Winnipeg, who sold out his interests there to the Trans-Canada Theatres and took up his residence in the balmy climate of Vancouver, has again broken into the theatrical game. He is behind and managing the Associated Players now in stock at the Empress Theatre, Vancouver. Considering lack of money in circulation and the present low ebb of business out here, the company is doing very well indeed.

High Lights in "The Voice From the Minaret," New First National Vehicle for Norma Talmadge

From advance reports on the "Voice From the Minaret," Norma Talmadge bids fair to outdo her previous successes, "Smilin' Through" and "The Eternal Flame."

The picture must be delicately handled from an exploitation angle for reason of its very fine quality and the dignity of its atmosphere. It is quite generally known that Marie Lohr appeared in the stage play and that Frank Lloyd directed, also that Eugene O'Brien and Norman Talmadge are again united as the screen's perfect lovers.

The story created an endless amount of newspaper and magazine discussion. It concerns the love of a minister for the wife of the Governor of Bombay.

The locale is Damascus, Bombay, the desert and England. Some beautiful scenes are offered before the temple when the voice from the Minaret calls the faithful to their vows.

The star wears as many gowns, wraps, and costumes in the progress of the play as one would expect to see in two productions.

Drama abounds—the abuse of his wife by Lord Leslie—the pilgrimage to Damascus—the awakening of love for Andrew Fabian—the discovery of the lovers' secret—the dinner at which they are tricked into a confession—the calling of the church dignitaries to unfrock Andrew—the husband's collapse—and the last final scene of beauty and happiness.

The Canadian release date has been set for February 5th.

Xmas Carols, Garrick, Gives Capacity Business

Christmas carols at the Garrick Theatre, Winnipeg, the week of Dec. 25th, gave the theatre capacity business all week. The picture was a British product, "The Gentleman Rider," and it was well liked. The "\$5 Baby," with Viola Dana in the star part, was New Year's week attraction.

Watch Out For A Front Page Story The Truth About Gorham

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RAY LEWIS REVIEWS "OLIVER TWIST," "WHEN KNIGHTHOOD WAS IN FLOWER," "A FRONT PAGE STORY"

FOR a child like Jackie Coogan, to make his role stand out in a cast of distinguished players, interpreting to the general satisfaction and delight, characters universally known and some universally beloved in literature, is an indication of not only artistic ability but a revelation of a distinctive individuality.

Jackie Coogan delighted his audiences in "Oliver Twist," made them smile with him, laugh with him and weep for him. Dear little fellow, such a tiny Oliver Twist he seemed, and yet such a brave and telling one. His large liquid pools of eyes looked up into the faces of those who long ago had lost the spark of human. Such a glance was enough to unnerve Nancy Sykes, we wonder that it did not penetrate through the thick and hardened crust of Bill and Fagin. Half-brothers sometimes inherit the jealous rage of supplanted love, and therefore even Jackie Coogan could not unmake the character of his step-brother, which Dickens made cruel.

The story is briefly and consistently told, all the high lights of Dicken's tale being revealed to their best advantage. The scenes which stand out are the ones where Oliver "asks for more." Oliver, apprenticed to the undertaker, Oliver turning cartwheels on the road to London, Oliver's first plateful of food in the house of Fagin, Oliver's realization that the game of taking handkerchiefs is stealing, Oliver's realization that the old Book-lover was filling the vacant spot in his heart with love, Oliver's, but we could go on and enumerate every scene in which Oliver appeared. The murder of Nancy Sykes was most tense without the "bloody detail," and left the picture free from gruesomeness and with its appeal to children. Nancy Sykes has a tremendous interest and sympathy and we commend the artistry of Gladys Brockwell in this part who held her role in such good check so that it should but reflect a light sufficient to enhance Oliver's glory. The same can be said of the other artists, who played Fagin (Lon Chaney), Bill Sykes (George Siegman), not forgetting the Book-lover, the half-brother and the Artful Dodger.

WE heard a great deal of Marion Davies in "When Knighthood Was in Flower," a Cosmopolitan Paramount release. The advance praise and superlative adjectives are well sustained and earned. Miss Davies has at last secured a role which calls for more than picture posing. Miss Davies has revealed the fact that she can act, that she has a sense of humor and quite some emotional power. As Henry VIII's sister, Mary Tudor, she has a role which calls for no mean ability. To be beautiful, sparkling, agile, angry, witty, saucy, capable of great loving, capable of great sacrifices sounds like a real woman's part; and Miss Davies rose to the occasion as to the manor born.

The story has the appeal which the insignia of royalty will always have when furnishing a setting for love. Amidst royal surroundings, the King of England and his Queen, knights in armour, ladies richly dressed, English castles, gardens, behind royal walls and in royal halls, we step eagerly, expectantly side by side with Mary Tudor in her love, unblessed by royal consent. A commoner, as royal tongues would say, but in truth a gentleman wins from Mary a consent her brother King of England, could not gain. For to save the head of Charles, Mary's dearly beloved, she becomes Queen of France, retaining but one right that she should choose her second husband for herself. Fate soon widows Mary and weds her to her choice, Henry VIII, though much surprised, has the good grace not to attempt to deny a promise made.

Lyn Harding, as Henry VIII, made this bluff king, amiable in his harshness, appreciative of Mary's wit to such a degree that his rage at the opposition to his will, was dwarfed through his affection and admiration for his willful sister. The settings and costumes bespoke a correct and intimate knowledge of that period and carried the story on to its great success. Such productions make those who find their interests centralized in moving pictures happy that our best side is being so advantageously revealed.

"A FRONT Page Story," which introduces Vitagraph's new star in his third picture, again has given this comedian a vehicle amusingly interesting and like a page of present-day history. Horton is looking for an opportunity, but he is the kind of a looker who makes as he looks. His quest for fortune brings him to a small town, incidentally into the partnership of this town's leading newspaper. It is a race between the power of the press and the power of a one-horse town mayor. Both forces are blessed with tempers far from sweet and dispositions which hate defeat. Horton realizing that the paper's success, financially very much pressed, depends upon the mayor's amiable and moneyed support, contrives to mend the strained relationship between the editor and the mayor. Apropos it happens that the editor has a daughter generously endowed by Nature with winning ways and a face good to look upon. Horton has long succumbed to the fair daughter's charms, but she views his advances with alarms since he is unable, through persuasion, pressure, fair means and foul, to cement the continual rows. However, a light breaks over a very dark horizon, Horton determines to publish a front page story, "The Truth About Gorham," the true story of the mayor. Terror prevails, consternation reigns. It happens that the mayor, through political manipulations, has a rather disturbed conscience and cannot bear to have the truth as he himself knows it published about himself. Horton knows the effect this announcement will have upon the mayor's family, friends, and locking out all opposition goes to press. "The Front Page Story" presents the mayor in such a favorable light that financial and general friendliness, amiability prevail. Horton gets a life interest in the girl. It is a breezy story, stepping away from the usual and hackneyed themes. Edward Horton plays quietly, no straining for laughs or effects and registers because of the very naturalness with which he puts his efforts over. When an artist impresses his audience that he is not acting and that they could play his part, make up your mind that he is an Artist. The mayor and editor were both excellent characterizations, the girl's small part being all that could be desired. Your audience will enjoy a story which is typical of every village, town, and city. It will make the men chuckle, they are a little closer to the machinery of politics than women are.

Watch Out For

A Front Page Story

The Truth About Gorham

EXHIBITORS:- Your Report
on Pictures Please.



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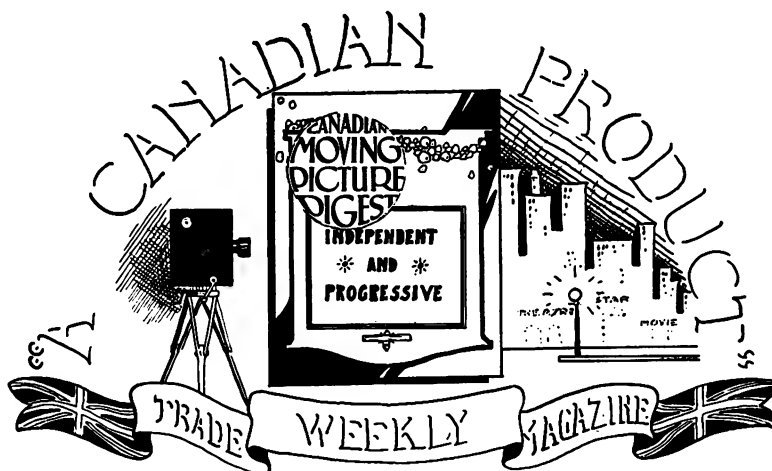
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"CANADA'S FIRSTBORN"

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RAY LEWIS
Managing Editor

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JANUARY 20th, 1923

"LET GEORGE DO IT."

WHEN a question which will have its effect upon at least four month's business for exhibitors does not stir them into action, what is the question upon which one can unite exhibitors? Since the discussion of Daylight Saving arose, we have had occasion to talk to several exhibitors on the point. Out of ten conversations or interviews there were perhaps three exhibitors who said: "I am willing to give my money and time toward the defeat of the Daylight Saving Measure." The other seven exhibitors, interviewed separately said: "Daylight Saving affects my business to such an extent that I might as well close up my house during the Summer months." These same exhibitors followed up their remarks when asked if they would co-operate to defeat the measure in this manner: "You can't get exhibitors to stick together on a proposition, if anyone is working to defeat Daylight Saving. Good luck to them. We will be glad to take the benefits, but as for our co-operation, what's the use?" If we were to repeat the expressions of still other exhibitors later interviewed, it would be but a repetition of these.

If every exhibitor said: "What's the use?" what would become of the power of the exhibitors as a whole? That they have a distinct and unique power is indisputable. The screen is the deadliest and most powerful weapon that exhibitors have. Their theatres, another formidable weapon. The exhibitors are the only factors in the Moving Picture Industry, which are in daily contact with the public, and on speaking, as well as intimate relations with them. The exhibitors are the citizens of a country, the tax-payers, property-owners, etc., etc. The same may be said of producers and players, but their contact with the public is indirect. Their citizenship and tax-paying partakes of an entirely different angle, their standing and relationship to the community in which they live is different to that of the exhibitors. With the exception of the large producing centres, players and producers do not establish homes. Why is it then that producers, who are more or less, more artistic than commercial in their nature, players who are mostly artistic. Exchanges which are purely commercial should have within them the potentialities of amalgamation and affiliation, co-operation upon questions which concern them, while

the exhibitors should be blessed with the belief and the fatality of possessing within themselves the potentialities and the fatality of continually disagreeing; and being the most difficult angle of the Industry to bring together on a question which concerns them directly. It is either laziness or selfishness. A disinclination to start anything because most things started have to be finished. A belief that a detrimental factor may be met with individually, let the collective units work out their proposition as best they might. If a neighboring house closes, your house might benefit accordingly. If any exhibitor can solve this problem for us, we will be happy to receive and publish his information and advice.

If any exhibitor can point out that the lack of affiliation between exhibitors is not caused through "Let the other fellow do it," another expression for laziness and "Why should I use my brains and money, my time to help my opposition, another expression for selfishness, let us hear from him. In the meantime, are you in this class? The selfish and lazy class? Or are you big enough to lend your brains and time? You may be blessed with an extra amount of both. Are you willing to spend a little of your money? You again may be blessed with more than your smaller opposition, to help eliminate a ruling which exhibitors are unanimously agreed upon, strikes them at a time when many opposing factors, cut into their business, among which a factor which Nature rules over, and which cannot be eliminated, the Summer Weather.

Daylight Saving multiplies the trials of an Exhibitor during the Summer months. Exhibitors have had to contend with this ruling for several Summer Seasons. They know how it cuts into their receipts. Some exhibitors have suggested ignoring the ruling and governing their theatres, the same as the railroads do, by Standard Time. The public are particular when they have to catch a train, but catching amusements on time, may be quite another question, besides, why be annoyed by a situation which can be eliminated; and saves your energy for the handling of a proposition which is constructive? Every exhibitor should "Let George Do It" and every George implied should be the exhibitor himself.

—RAY LEWIS.

VINCENT J. McCABE RESIGNS AS GENERAL MANAGER CANADIAN ASSOCIATED FIRST NATIONAL

THE resignation of J. Vincent McCabe as general manager of Associated First National's Canadian organization did not come entirely in the nature of a surprise to the Canadian Picture Industry, who for some time was aware of the fact that Mr. McCabe was carrying on under most trying health conditions. Confined to a hospital for several weeks, Mr. McCabe finally realized that the state of his health prompted a rest, and upon requesting a leave of absence his resignation was regretfully accepted by his organization. Those

who have been in close touch with Mr. McCabe's efforts on behalf of Associated First National, know that he sent Canada up from sixth place to third place in district importance, and that the business secured under his administration, even during the months which are considered, months in which one is lucky to break even, has in some instances registered over 100 per cent. of the quota prescribed. We trust that Mr. McCabe will soon be in excellent health, and that his activities may remain in the country in which he has so many friends.—(Editor.)

TROUBLE WITH UNION FORCES MGR. BROUSE TO CLOSE FAMILY

THE attitude of several unions of organized labor has brought about the closing of the Family Theatre, Ottawa, by Harry Brouse, owner of the Family and Imperial Theatres, Ottawa, and also prominent in First National circles. The closing of the house was directly due to certain demands on the part of labor unions which Mr. Brouse considered unreasonable, and now all employees of the theatre are out of employment.

For some months, the Family was the home of dramatic stock presentations, but the stock company season came to a close early in December. Mr. Brouse then decided to revert to the original policy of the house in, the offering of moving pictures and vaudeville specialties. An outside musical director was introduced

whereupon the officials of the local musicians' union demanded that an orchestra leader be maintained in addition to the new director. As the latter also led the orchestra there was nothing for the union leader to do but draw his pay, according to reports. The stage employees also insisted, it is said, on having five men back of the stage when only two men, at the outside, were necessary, in the opinion of the management. The three extra men did nothing but sit around and draw their pay, it is stated.

The theatre re-opened even under these stipulations, but patronage did not come up to expectations with the result that Mr. Brouse closed the theatre completely after the union officials refused to reconsider conditions.

WALLACE REID MOURNED BY FRIENDS A LOSS TO THE PICTURE INDUSTRY

THE death of Wallace Reid, after a brave fight to come back, is regretted generally. Many a Picture Fan will weep silently over the burial of her hero, for Wallace Reid, tall, athletic, clean-looking, with that whimsical sense of humor always in evidence, was indeed the type which stands for the American Continent's prototype of hero. Commercially Wallace Reid was an excellent investment for his managers and for the exhibitors. We hope that his death will be in the nature of a sacrifice, so

convincing that those who have travelled with him in his greatest weakness, may realize their peril before death reaps them into his fold.

Those who are interesting themselves in combating the "Dope Peril" should have the fullest co-operation from the entire Picture Industry, nor should this fight be segregated to our people, for its influence veils its way into all nations; people, communities, all vocations and stations of life. "May The Lord Have Mercy On His Soul" has been the silent prayer of all who know Wallace Reid.—(Editor.)

Doris Elizabeth Hyde

Doris Elizabeth Hyde, winner of the Toronto Star's Loveliest Child Contest, who is having her portrait painted for the Queen's Doll's House, by the artist Joshua Smith, R.B.A., is appearing on the stage of Shea's Hippodrome, being presented in 'The Ballet De Fleurs' by the management. The securing of little Miss Doris was an excellent coup on the part of Mr. N. L. Nathanson, who secured for his patrons the most talked of little lady in Canada. Doris is three years old.

Educational Secure Coué Of International Fame

Prof. Coué or Dr. Coué, he is a simple man, not particular about titles, is to become associated with Educational in a short reel feature in which his principle, of "Day By Day in Every Way, I Am Getting Better," will be visualized as a screen reality. The advent of Coué in pictures is an important event in that he has something which is worth screening and because of the fact that no name has been more before the public than his, no name is more on the lips of the public than his. Educational again demonstrate the principle of securing the greatest and the most timely topic to present to their patronage.

OPERATOR WANTS EMPLOYMENT—Lost position, house closed, best reference, married, good on installing and repairing. J. M. Boivin, Sault Ste. Marie, Ont.

Current Urban Classic Based On Longfellow's "Hiawatha"

"The Hunting Ground of Hiawatha," is the current week's release by Vitagraph, of the Urban Popular Classics. It is a beautiful scenic and shows the long trail of the Indian as described in Longfellow's poem. Every school child will find this Urban not only attractive because of the wealth of nature studies in it, but because it is titled with lines from the poem which nearly all youngsters have memorized. In the picture there is a splendid type of the red man who guides the audience over the westward paths and into the setting sun. Released through Vitagraph.

Wm. Brown Secures Many New Leases for Theatres in Western Canada

Wm. Brown, one of the late owners of the Columbia Theatre chain in Western Canada, alleged to have gone to the wall, is again securing leases and has already secured under his management three of the houses formerly belonging to the Columbia, they are Maple Leaf, Columbia and the Princess.

ASSOCIATED FIRST NATIONAL LIST COMING RELEASES LINE UP STRONG

About twenty-five pictures are in the list which carries the releases of First National. It is a notable list of stars, directors and big stories.

Such names as Norma Talmadge, Constance Talmadge, Richard Barthelmess, Dorothy Gish, Jackie Coogan, Guy Post, Katherine MacDonald, Dorothy Phillips, Douglas MacLean, Strongheart, the famous dog of "The Silent Call" and "Brawn of the North."

Among the directors whose names appear in the list are John Stahl, Thomas Ince, Edwin Carewe, Allen Holubar, John S. Robertson, Frank Lloyd, Victor Schertzinger, E. Mason Hopper, Maurice Tourneur, Laurence Trimble and Jane Murfin.

As to stories these releases will contain adaptations from such stage success as "Within the Law," in which Norma Talmadge will star; "The Girl from the Golden West," the Belasco play which will be made in the west by Edwin Carewe; "The Voice from the Minaret," which will also be a Norma Talmadge vehicle; "Trilby," which is now famous as both a book and a stage production, will be made with Guy Bates Post as "Svengali." "The Bright Shawl," Joseph Hergesheimer's latest book, a Richard Barthelmess starring vehicle, most of the scenes being made in Cuba. Maurice Tourneur will put on the screen "The Isle of Dead Ships," adapting it from Captain Marriott's fascinating tale of the sea.

As the programme is now made up the big pictures will be released as follows:

During January:

"The Dangerous Age," a John M. Stahl production of thrilling, amusing, modern matrimonial mix-up.

"Man of Action," a Thomas H. Ince production with Douglas MacLean.

"Fury," Inspiration Pictures, Inc., with Richard Barthelmess and Dorothy Gish, directed by Henry King. This is a dramatic sea story.

"Money, Money, Money," B. P. Schulberg production starring Katherine MacDonald, with Tom Forman directing. This is an adaptation of a story by Larry Evans.

"The Voice from the Minaret," Joseph H. Schenck production with Norma Talmadge starring and Frank Lloyd directing.

During February:

"What a Wife Learned," a Thomas H. Ince special.

An Edwin Carewe production, title now being selected.

"Bell Boy No. 13," an Ince production with Douglas MacLean.

"Daddy," with Jackie Coogan, directed by E. Mason Hopper.

During March:

"The Sign," a Murfin-Trimble picture.

"Scars of Jealousy," a Thomas H. Ince production.

"The White Frontier," a Jeffry de Prend story made by Allen Holubar, with Dorothy Phillips starring.

A Constance Talmadge production, the title of which has not been selected.

April will bring to exhibitors:

"The Lonely Road," with Katherine MacDonald, directed by Victor Schertzinger, from a story by Charles Logue.

"The Bright Shawl," Hergesheimer's late novel, in which Richard Barthelmess will star. The greater part of this picture will be made in Cuba under the direction of John S. Robertson.

"The Sunshine Trail," an Ince production, with Douglas MacLean.

"Within the Law," adapted from the great stage success, with Norma Talmadge as the star and with Frank Lloyd directing.

"The Girl from the Golden West," adapted from the Belasco famous play, to be made in the "golden west" by Edwin Carewe.

For May:

"Money, Love and the Woman," an original story which John Stahl is making.

"The Scarlet Lady," adapted from the story by Fred Sittenham, in which Katherine MacDonald stars, Victor Schertzinger directing.

James Young's initial First National production for which no title has as yet been selected. Sam Rorke is Mr. Young's associate in this enterprise.

For June:

"The Isle of Dead Ships," a Maurice Tourneur production, adapted from Captain Marriott's fascinating story of the sea, will be produced at M. C. Love's United Studios.

"Trilby," a Richard Walton Tully production, starring Guy Bates Post as "Svengali. Some of the scenes for this picture are being taken by Mr. Tully now in France.

A Jackie Coogan picture is yet unnamed.

First National believes that this list is a worthy addition to the releases of the first half of the season in which were such big attractions as "Skin Deep," "The Bond Boy," "The

Eternal Flame," "Kindred of the Dust," "East is West," "Lorna Doone," "Oliver Twist," "Brawn of the North."

Mgr. A. Drohan Exploits "Remembrance" With Very Good Results

A week before our opening day I tied up with the retail merchants of the city for a Remembrance week. I had a strip card 22 x 6 in. printed in two colors reading:

Here's a Chance To Do Something
For Your Dad.

REMEMBRANCE WEEK

Remember father and show your appreciation of him. And a card 11 x 9 in. done in black and white, reading: Your Dad Was The Greatest Man You Ever Knew, Remembrance Week. Take Something Home For Father. A big cut of Gillingwater, who played the part of Pop on the latter card. I had those cards placed in every store window in the town. The night before we opened I had a full page tie up in our local paper, the merchants using the word, Remembrance in all their ads. While the picture was running I had 2000 calling cards which were delivered to every home in the city, and read: Dad, This Is Your Week. See Remembrance At the Griffin Theatre. In spite of the fact that the three days we ran this picture, the weather was the coldest it has been in this town for the past ten years, our business was very good. I might also advise that a great deal of the credit for this exploitation is due to Mr. W. J. Stewart, Toronto, who is head of Canadian Publicity for Goldwyn Pictures, and who is untiring in his efforts to help exhibitors put over Goldwyn Pictures. Trusting this may be of some help to other exhibitors, I am yours for more business,

A. DROHAN,
Griffin Theatre, Chatham, Ont.

"Broken Chains" Plays Loew's, Toronto, Capacity Business During Week

"Broken Chains," a Goldwyn release, opened a week's engagement at Loew's Theatre, and business during the entire week was reported as excellent. The picture received much favorable comment, and is considered another Goldwynner.

Watch Out For

A Front Page Story

The Truth About Gorham

Motion Picture News

THERE has been no fanfare of trumpets ushering in Vitagraph's very human picture of newspaper life in a small city, namely, "A Front Page Story," but we are of the opinion that the company should toot its horn in giving us such a pleasing slice of reality, the plot of which revolves around a conflict between the local editor and the mayor. Jess Robbins is the director who put over this neat little document. He is the man who produced "Too Much Business," and his latest opus indicates that he has a firm grasp upon what constitutes the intimate touch.

Most directors have erred in presenting an accurate portrayal of a newspaper office. We go on record in saying that many of them don't know what the inside of a newspaper office looks like. They will send their cub reporter out equipped with pads. And these fledglings take down their notes and are never seen writing up their stories. Jess Robbins gives us a small newspaper plant which is complete even to the composing room. And James Corrigan as the editor is a genuine type.

The picture also presents Edward Horton, who is as gifted a comedian as there is on the screen today. He puts over his comedy in all seriousness—as all comedy should be played. Ask Willie Collier, he knows. But because he doesn't dress himself up like a Christmas tree and play to the gallery he is not getting the recognition which he deserves. Horton is human and an everyday sort of fellow. There is nothing of the strutting actor about him. The feature has another rich character in the mayor, played with small town pomp by Lloyd Ingraham.

We would like to see Jess Robbins putting out all the stories of small town life which are flavored with comedy. His humor is subtle and novel and appealing. And he never exaggerates. If you don't think he knows his business look over "A Front Page Story." There's nothing picturey about it—it is real.

Sunday, December 17, 1922

THE *Film* DAILY

11

Jess Robbins' Third a Fine, Clean-Cut Comedy That Is Real Entertainment

This is the third and best of the Jess Robbins productions for Vitagraph. They have all been comedies but there are more laughs and original comedy business in "A Front Page Story" than in the other two put together. Robbins and Edward Horton team up ideally in the making of humorous entertainment and after "Too Much Business" and "The Ladder Jinx" Horton has finally secured stellar prominence which his work in the first two certainly gained for him.

Horton has individuality and a different comedy talent that makes his work all the more interesting. He is very real and his characterizations so natural that they make the parts seem thoroughly convincing. Another bit of good fortune, as far as Horton is concerned, is the fact that he has been lucky enough to have roles particularly well fitted to his personality. As Rodney Marvin, Horton will surely gain many admirers. He certainly injects a lot of pep and entertainment into his performance.

Arthur Goodrich's story is one of the best newspaper yarns that has come to the screen. It is original and bright with novel situations and any number of clever comedy twists that make it an unusually wholesome and entertaining feature. They pull some more or less familiar stuff with a Ford but otherwise the gags are new and thoroughly amusing.

Jess Robbins proves that he has a keen sense of humor in the way he has handled the story. And he hasn't spent a lot of money to do it either. The picture is most unpretentious as far as production is concerned, but when it comes to laughs and sure-fire entertainment, "A Front Page Story" is there. Robbins has secured a fine supporting cast for Horton that includes Lloyd Ingraham, erstwhile director, in a mighty fine characterization as Mayor Gorham, Edith Roberts as daughter of the village editor and James Corrigan as the editor. The sub-titles are numerous but they are very good.

Promises Are In Order For This One and You Can Be Sure They'll Laugh

You should be able to do fine business with "A Front Page Story" because it is a really delightful comedy offering that contains sure-fire humorous situations and plenty of laughs if they want to laugh. And it is wholesome. You can promise them the funniest and best newspaper story they have seen in a long time and in case you played Jess Robbins' two previous productions in which Horton appeared, recall the titles, and promise them a much better entertainment in his

latest, "A Front Page Story." They'll surely like Horton's work in this.

Where they like good wholesome comedies you won't want to miss this one. It has a lot of clever touches and original comedy gags that are going to send them out happy and unmindful of the time it takes to run off the six reels. You can safely make promises and feel sure of pleasing them. Let them know Edith Roberts is in the cast also.

Motion Picture News

A Front Page Story"

Vitagraph—Six Reels

(Reviewed by Laurence Reid)

A REGULAR slice of life is this little document from Vitagraph—a slice of small city politics which revolve around the glass top desk of the mayor and the swivel chair of the editor of the local paper. You all recognize this bit of enmity which puts color in our smaller communities, and Jess Robbins, the director of this picture has brought forth all its vitality—all its humanities and realism. Trust Robbins to make no mistake when it comes to incorporating lifelike incident. He showed a sample of his skill with "Too Much Business," and in "A Front Page Story" he makes his picture so human—so interesting that it stands out a conspicuously fine, little document.

The comedy note is dominant because it is introduced by Edward Horton, a comedian with a sure grasp upon the qualities which create humor. He plays in a deadly serious manner the part of a lackadaisical youth determined to get a job. He rides into the town at the wheel of a flivver and puts an ad in the local paper. There is some deft comedy introduced with the car—which is not of the slapstick brand—even though the car is always a good prop for humor. And by using his head and taking advantage of opportunity when it knocks he eases himself into a partnership with the editor.

The rest of the story has to do with patching up the feud between his elder partner and the mayor—and he does this by sheer bluff. The front page story is nothing but a screaming scarehead announcing that the mayor will be exposed. It precipitates a deal of anxiety for all concerned—even for the partner whose ideas of journalism follow the orthodox channels. The old man's daughter is a handy girl about the office. And aside from acting as a foil here and there it is her object to carry the romance.

Robbins has uncovered a real old time job printing plant. The place may be small but it looks like the real thing. In fact the atmosphere and background are genuine throughout. Horton gives a sincere portrayal of the youth who acts as peacemaker, while Lloyd Ingraham and James Corrigan as the mayor and editor, respectively, not only look real, but manage to extract the utmost amount of color and humor from their characters.

The Cast

Rodney Marvin.....	Edward Horton
Mayor Gorham.....	Lloyd Ingraham
Virginia Hayward.....	Edith Roberts
Matt Hayward.....	James Corrigan
Don Coates.....	W. E. Lawrence
Tommy.....	Buddy Messenger
Mrs. Gorham.....	Mathilde Brundage
Suzanne Gorham.....	Lila Leslie
Jack Pedler.....	Tom McGuire

By Arthur Goodrich. Scenario by F. W. Beebe. Directed by Jess Robbins. Photographed by Vernon Walker. Produced by Vitagraph.

The Story—Youth in search of work rides into small city at wheel of dilapidated flivver. Puts ad in local paper and by using his wits becomes partner of editor. His object is to patch up the quarrel between the editor and the mayor—which he does by bluffing with a scarehead story on front page of paper. Wins the editor's daughter.

Classification—Comedy-drama of political life in small city—with humor rich and novel.

Production Highlights—The exceptional direction in getting every possible situation and idea from story. The fine acting by Edward Horton, James Corrigan and Lloyd Ingraham. The splendid atmosphere. The human interest. The convincing detail.

Exploitation Angles—This title suggests a smart campaign to co-operate with local editors. Put out teasers, briefs, etc. Play up Horton as a comer. Treat it lightly. Bill it as one of the most human and lifelike stories of the screen.

Drawing Power—Once seen will be advertised by word of mouth. Make a play to get the crowds in on this one, as it deserves patronage. Good for any locality.

EXHIBITORS

HERALD

SPECIAL CAST IN

A FRONT PAGE STORY

(VITAGRAPH)

This is one of the best comedy-dramas of the season and should go over well in every locality. It is full of good laughs, has an entertaining story and pleasant love interest. Skilfully directed throughout its entire six reels.

Many pictures have been built around a newspaper office but seldom, if ever, does a director catch and hold the newspaper atmosphere as has Director Jess Robbins in the making of "A Front Page Story," the latest offering of Vitagraph.

The picture moves along rapidly, is devoid of the thrills deemed so important by many directors, but in its stead is good, clean comedy in such a steady stream as to bring an almost constant succession of laughs.

An excellent cast was gathered together for the making of this newspaper picture, among the well-known names being Edward Horton, Edith Roberts, James Corrigan, Lloyd Ingraham, Buddy Messenger and Lila Leslie. As the daughter and co-partner of the old newspaper editor, Edith Roberts is especially well cast, and her piquancy and charm lend no small part to the excellence of the picture.

The story, which is by Arthur Goodrich, is built around the feud of long standing between the editor of a small town newspaper and the mayor, who is the political despot of the district. James Corrigan gives an excellent portrayal of the old and impecunious editor, and Lloyd Ingraham is equally good as the mayor.

With the feud at its height Rodney Marvin (Edward Horton) arrives in the town driving a trick flivver, and inserts an advertisement for a position. Receiving no answers he starts for the next town, his car is wrecked and he is given a ride in a truck to a farm house where he arrives just in time to intercept an agent of the mayor who is trying to secure an option on land that is wanted for a town park.

The farmer, an Italian, does not understand English so young Marvin acts as interpreter, finally having the option made out in his own name. With this he holds up the mayor for \$5,000 and buys a note for that amount which is to be used by the mayor in forcing his old enemy, the editor, out of business. Unable to pay Marvin, the editor gives him a half interest in the paper.

Marvin starts out as a reporter but determines to bring to an end the feud between the mayor and the editor. This he accomplishes by a series of laugh-provoking adventures which, at times, gets so complicated as to lead to wonderment as to how they can be unscrambled.

This, however, is done through the medium of a much heralded "front page story" which has everyone but Marvin guessing until the denouement. The printing of this, which promised to prolong the feud, has the opposite effect. The feud is called off, everyone becomes friends, and the editor's daughter and young Marvin more than that.

All in all "A Front Page Story" looks like splendid entertainment and a good money maker for exhibitors.

MOVING PICTURE WORLD

"A Front Page Story"

Vitagraph Presents Excellent Cast in Exceptionally Good Comedy Drama

Reviewed by Mary Kelly

This is an exceptionally good comedy drama. As a newspaper story, it is distinctly superior and Vitagraph is to be congratulated for its production. In any community it should be a success and live up to its title, proving to be "A Front Page Story" in your theatre records.

Politics and the small town newspaper prove lively subject matter. There is so much good comedy in the picture that it will be popular for this, if for no other reason. But there are other reasons, such as a capable cast, expert directing and smooth continuity.

The comedy is derived from very human, natural situations. For instance, the carriage of a faithful flivver parts company with the wheels just when the owner is down to his last cent; the mayor and the editor of the Gazette never meet without threatening each other's lives; the hero who is obliging about everything except firing himself brings them together against their will and pop has a flashlight taken when they shake hands. It is done with a snap and originality that anyone will appreciate.

A few shots of a composing room and realistic settings throughout give the picture an atmosphere that is the more enjoyable because so frequently missing from newspaper stories. The cast has an abundance of fine talent. Edward Norton goes about the business of being a co-editor of a newspaper with a manner of agreeable stubbornness that is most entertaining. His acting is delightfully natural. The mayor and the publisher are played by Lloyd Ingraham and James Corrigan, respectively, and their impersonations of the two unfriendly enemies will appeal to anyone with a sense of humor. Edith Roberts is wistful and charming. Buddy Messenger adds his enthusiastic bit. Everywhere there is evidence of imagination and good workmanship.

Cast

Rodney Marvin.....	Edward Horton
Mayor Gorham.....	Lloyd Ingraham
Matt Hayward.....	James Corrigan
Virginia Hayward.....	Edith Roberts
Don Coates.....	W. E. Lawrence
Tommy.....	Buddy Messenger
Mrs. Gorham.....	Mathilde Brundage
Suzanne Gorham.....	Lila Leslie
Jack Peeler.....	Tom McGuire

Story by Arthur Goodrich

Scenario by F. W. Beebe

Direction by Jess Robbins

Photography by Vernon Walker

Length, 6,000 feet

NEW YORK PUBLIC LIBRARY

EDWARD HORTON A POPULAR HIT IN "A FRONT PAGE STORY"

EXHIBITORS in cities where Edward Horton, who is presented in "A Front Page Story," Jess Robbins' comedy drama of newspaper life, has played on the stage, are eagerly waiting for the release date. Horton is one of the most popular actors of the speaking stage, and when he made his first picture under the Vitagraph banner he was besieged with congratulatory letters from old friends who recalled him on the stage.

Among them were exhibitors who had enjoyed his acting. They realized that Jess Robbins has developed a new star in Horton with a screen personality that is different from that

of any other comedian in the industry. Horton's charm lies in his modesty; he is human always and he plays comedy with the skill of a true farceur. At least this is how critics praised him after viewing "A Front Page Story."

"A Front Page Story" is a delightful comedy drama telling the story of a life-long feud between a cantankerous mayor of a small town and the editor of the daily paper. Supporting Horton are Edith Roberts, Lloyd Ingraham, James Corrigan, Lila Leslie, Buddy Messenger, the boy star comedian, and others. Review on "A Front Page Story" in Digest issue of January 13th.

ASSOCIATED FIRST NATIONAL HAVE APPOINTED LOUIS BACHE CANADIAN DISTRICT MANAGER

FIRST National has not stepped out of its organization in making the appointment of their new head in the Canadian field, and the result is the arrival of Louis Bache, who has been with that organization since its inception.

Mr. Bache will be pleased to meetable to meet.

and know every exhibitor in the territory surrounding Toronto, and at an early date contemplates a tour of inspection and acquaintance throughout the Dominion.

We can personally say that Mr. Bache is most affable, and most agree-

WANDA HAWLEY ENGAGED BY VITAGRAPH FOR "MASTERS OF MEN"

WANDA HAWLEY, one of the most popular of all leading women in pictures, has been signed by Vitagraph, for one of the leading roles in its special, "Masters of Men," a picturization of Morgan Robertson's great sea novel. The cast will be an all-star one and Vitagraph is choosing the principals with infinite care. The selection of Wanda Hawley indicates the high type of box office winners the company will use in this production.

Probably the other girl on the screen is as consistent a box office attraction as Wanda Hawley.

"Masters of Men" is a real story of the sea. It tells of two young men

who become "pals" while they are "gobs" in the navy, and of their adventures when they are shanghaied on board a schooner sailing the Spanish Main. It is a rollicking tale of life on board a wind-jammer, where men live to fight and fight to live. Of all of Morgan Robertson's stories, "Masters of Men" is considered to be his most colorful novel of the sea.

These two chums and their sweethearts are the leads in the screen story and Vitagraph plans that none but stars shall play these four roles. The two girls are contrasts in looks and character. Wanda Hawley, of course, plays the vivacious young blonde.

F. A. Hunter Joins Sales Force, Goldwyn

Mr. F. A. Hunter has joined the Famous Players Film Service, in the capacity of Toronto salesman. Mr. Hunter's reputation indicates prompt service, and sincere attention to the wants of exhibitors.

Veteran Ottawa Rechristened To Columbia Theatre

The Veteran Theatre, Wellington Street, Ottawa, has been rechristened the Columbia Theatre. This house is a suburban enterprise and has enjoyed fair success.

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....

ROBERT C. BRUCE AND CECIL DE MILLE RECEIVE JOINT TRIBUTE FROM "DAILY MOVIE SERVICE"

JAMES W. DEAN, editor of the "Daily Movie Service," of the Newspaper Enterprise Association, whose reviews and comments are published in hundreds of newspapers throughout the United States and Canada, pays high tribute to Educational pictures in a review of the best Short Subjects of 1922.

In his list of "twelve best subjects," Mr. Dean includes four pictures distributed by Educational Film Exchanges, Inc., "And Women Must Weep," first of the Wilderness Tales by Robert C. Bruce, heading the list.

"In 'And Women Must Weep,'" comments Mr. Dean, "Robert Bruce made the greatest single contribution of 1922 to the advance of the art of the cinema. He blended the drama of humans with the drama of nature. He dwarfed his actors with the majesty and power of natural surroundings. He showed the sea and sky as articulate things capable of the expressions that man often attributes to them. He gave the screen a new art."

Besides "And Women Must Weep," Mr. Dean's list of what he considers the twelve best Short Subjects of the year include "Poor Boy," a Mermaid Comedy, featuring Lloyd Hamilton, the Educational Pictures Special, "Man vs. Beast," the sensational two-reel African hunt picture, and the Christie Comedy, "That Son of a Sheik," one of the series of satires produced by Christie, in which he pokes good-natured fun at the hokum of the screen.

This list is followed by a list of twenty-three subjects, "Worthy of Mention," in which Mr. Dean includes these Educational subjects; the Christie Comedy, "In Dutch," featuring Bobby Vernon; the Special, "Via Radio," which was produced by Educational under supervision of Scientific American; "Cold Feet," another

Christie Comedy satire, which burlesques the "God's Country" type of drama with the Northwoods setting; the Earl Hurd Comedy, "Railroading"; the Mermaid Comedy, "Look Out Below," a Jack White production; the Tony Sarg's Almanac, "The First Flivver"; the Torchy Comedy, "Torchy's Ghost," featuring Johnny Hines; and another of Robert C. Bruce's Wilderness Tales, "My Country."

"A review of the achievements of the screen in 1922, would not be complete without consideration of the short subjects," writes Mr. Dean. "Many of the one, two and three-reel pictures contribute more to the program's entertainment than the feature pictures; many of them have contributed as much to the advance of the photoplay as an art as the longer films."

"In offering what I consider the best short subject films of 1922, I am considering 1,500,000 feet of film, representing about 750 subjects, including news reels, scenics, condensed dramas, comedies and comics."

Then, after his comment on "And Women Must Weep," Mr. Dean says:

"Chaplin released only one comedy, 'Pay Day,' during the year. His contribution to the screen is the most meagre since he entered films. Several Lloyd Hamilton and Buster Keaton comedies were superior to 'Pay Day.' Harold Lloyd's films for 1922 were of feature length and were considered as such."

"Although I believe Bruce made the greatest contribution to the screen in 'And Women Must Weep,' I cannot leave unmentioned the valiant work done by William De Mille in his feature length photoplays."

The article was accompanied by half-tone cuts of Robert C. Bruce and DeMille.

For Sale

Contents of theatre as follows:—One Type N Simplex Projector, hand driven, complete with lenses; one Heintzman Aluminum Action Player Piano with about 100 rolls; 364 Chairs, mahogany finish, pressed steel frames, three-ply veneer; one ticket chopper; four wall fans, assorted sizes; one garden drop, 16 x 24, newly painted; six two-light mission design light fixtures; one large size roll top desk. These articles must be sold at once. For prices and full particulars, apply to The Coleman Electric Co., 21 Dundas St. East, Toronto, Ont.

Goldwyn Exploitation Closes Tie-Up "Stroller" Cigarette

The exploitation of Goldwyn report that they have arranged a tie-up with the "Stroller" Cigarette firm on "Gimme," Rupert Hughes production for Goldwyn. Several important and wide-reaching campaigns are in the state of being closed, some already in operation and exhibitors are promised ample publicity with this feature.



The Literary Digest
PRESENTS

FUN from the PRESS

Distributed by W. W. Hodkinson Corporation

Tremont Theatre, Boston, Books "The Ninety and Nine"

"The Ninety and Nine," the first of the twenty-four specials scheduled for release this season by Vitagraph, and which was warmly praised by critics at the pre-release showing, has been booked for two weeks, with an option on an extension of the run, at the Tremont Theatre, in Boston.

The Tremont is one of the most exclusive theatres in Boston, and a production must size up in box office pull sufficiently to insure a two weeks' run or the Tremont will not book it. That the management booked "The Ninety and Nine" demonstrates that Vitagraph has made a box office winner in the first of its new super-features.

"Ninety and Nine" is being now released in Canada.

"Glengarry School Days" Selected for Easter, Mgr. Brouse, Imperial

Manager Harry Brouse, of the Imperial Theatre, Ottawa, has booked "Glengarry School Days" for presentation during Easter week, it is announced. This was the second picture to be produced by Ottawa Film Productions, Limited, and the general comment is that this feature is even better than "The Man From Glengarry," which was shown at the Imperial for two weeks before Christmas. Mr. Brouse has shown his usually keen judgment by selecting "Glengarry School Days" for Easter week, because all schools are closed for this week for the Easter vacation. During the Christmas holidays he presented "Oliver Twist," in which Jackie Coogan was the star, as a special attraction for school children.

Mgr. Bernstein, Loew's, Reports Line-Up Daily During "Broken Chains"

Mgr. Bernstein of Loew's, Toronto, is said to have stated that the line-up daily during the week of the showing of Goldwyn's, "Broken Chains," was not due to the particular exploitation which the picture was given, but on account of the good entertainment offered. "Broken Chains" is replete with thrills and is heralded as the kind of picture which creates its own publicity through its merit.

Watch Out For
A Front Page Story

Original from
The Truth About Gorham
NEW YORK PUBLIC LIBRARY

RAY LEWIS REVIEWS "OUCH," "THE FLIRT," "PEG O' MY HEART"

"OUCH," a Cameo Educational Comedy, revolves around a tooth, which will not release its hold. The dentist's chair holds no attraction for the sufferer, he has been there, accompanied by his wife, but his exit was more hurried than his entrance; and the wife in despair refuses to see her husband as long as the annoying tooth is a part of his cranium. But annoying teeth are sometimes most annoying in that they refuse to part with the habitation they have so long enjoyed. Home remedies for extraction, such as tying a string and having some one pull on it suddenly, tying the string to a selzer bottle, a log of wood, the door-knob, leaves that tooth in possession of its birthright. Tying the string to a trolley, which pursues our hero, thereby causing no separation from his affliction, tying the string attached to his tooth to an automobile, results in a mud bath, but the aching, gnawing, grinding, jumping, nerve-wracking, wife-separator, remains unseparated from its domicile. But relief looms in view in the person of a persistent "Haven't I met you before?" individual. The wife finds that she has not met this stranger, nor does she desire to meet him. The stranger is persistent. Our hero, still accompanied by his tooth, which he could not drown, even when he attached it to a huge stone which he threw into a lake, appears upon the scene after his swim ashore and striking the stranger, where strikes are not favorably received, gets in return an upercut which so impresses the unwellcome tooth, that it leaves involuntarily. "Ouch" is good for many laughs and full of the hokum which gets over.

* * *

"THE FLIRT" is an adaptation of Booth Tarkington's novel. Directed by Robert Henley and released as an Universal Feature, it has attracted to itself press comments which have been unanimously favorable. When your critic viewed "The Flirt," it was in the Universal screening room, which does not present a picture to its best advantage. There is no presentation, no music, no atmosphere, just bare facts to look at and criticize; and the bare facts in "The Flirt" caused the reviewer to weep quietly and then copiously.

I had a lovely time, for I had the best cry I have had in many moons. I had plenty of opportunity for laughs, for the picture has a heap of them, but the scenes which made me

cry, they were the scenes I most enjoyed.

"The Flirt" tells a story which might be written around a great many homes we know. The pampered, pretty daughter, who selfishly rules until each member of the family awakens to her unutterable selfishness. It is the mother who generally remains blind to the end, but in this case, it happens to be the girl's father, the father she has almost ruined, financially, the father who faces imprisonment, who pleads that her mother, sister and brothers may forgive her. "The Flirt" appears to be sorry, sincerely sorry for her selfishness, but somehow we realize that the regeneration of her character has not begun. Such characters need a greater shock and hurt to awaken them.

Eileen Percy as "The Flirt," was an excellent type. Pretty, vain, impetuous, pleasure-loving, catty, insincere, and yet with just that purring and cuddling sweetness, which makes life so easy for this type. Much of the success of the picture is due to her true interpretation of the character. George Nichols was a fatherly father. Helen Jerome Eddy, as the sacrificing, unselfish sister, did a bit of work which was as clean cut as a cameo and is responsible for many of the tears which I shed. Buddie Messenger, as the irrepressible young brother, was a veritable little devil, but since most of his indignation was aroused at the callousness of his "flirty sister," you felt like saying: "Good for you, Buddie," most of the time. Whitlock was good as the "Oil Swindler," Goodwin registered as the unfrilled lover, Bert Roach, persistent but economic as a suitor of "The Flirt," was the type of man who would not buy a gold brick even after it had been stamped 18 carat by expert authority. The careful man, who was so careful that he married "The Flirt," after she had been found impracticable by her other suitors. This part was apparently destined as important, but Roach's handling places it among the important parts remembered. The appeal of this picture lies in the fact that it is so true to life, so probable and possible. Picture patrons will say it is unique in this respect as most of our screen stories require an elastic imagination to make the story register.

**Watch Out For
A FRONT PAGE STORY
THE TRUTH ABOUT GORHAM**

"PEG O' MY HEART," with Laurette Taylor, who starred in the stage version for many years, played a week's engagement at Shea's Hippodrome, week of Jan. 15th. Laurette Taylor photographs most beautifully and will no doubt become a screen favorite since she has a personality which gets over on the screen with magnetic effect. The story is ideal for screen presentation in that it introduces the "Flapper Stage" of Girlhood and allows for all the flapping which picture audiences love in their youthful stars. The story also gives room for emotional bits and serious acting, under which runs the irresistible sparkle of Irish wit.

Peg is the daughter of an Irishman who has married an English lady with her consent, but much against the wishes of her family, who do the usual thing, "cut off" these poor relations. You see the objection was not to the Irish addition to the family, but because of this Irishman's lack of income. Following the death of the rich relation, Peg comes in to a handsome legacy. Rich relations sometimes repent their unfriendly attitude upon the death-bed and Peg's rich uncle followed this rule. There is a proviso in the will, Peg is to be educated and smoothed into a regular English lady. An English aunt is selected for the purpose. The aunt receives the task of educating her niece most ungraciously, and Peg finds much outward culture but little heart culture in her aunt's household. However, her stay there brings her in contact with a Sir Robert Adair, and when Peg gets over the shock that he happens to have a title, they are married and Peg presented at Court.

"Peg O' My Heart" is a Metro picture. It is excellent entertainment and should please generally.

Goldwyn's "The Christian" Opens Capitol, New York

Goldwyn's production of "The Christian," scenes taken in dear old London, opens at the Capitol, New York, for a two week's run, which will in all probability be extended. Reports on this picture are most flattering. The Famous Players Film Service promise an early release here and exhibitors and the public are already beginning to make enquiries. It is said, bad news travel fast, but in the case of an especially noteworthy production, the news that it is good, before it leaves even the cutting room, travels like Radio. Hence all the excitement of anticipation in regard to "The Christian."

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to You

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It Means a Lot

Goldwyn Pictures
to Your Patrons

--- *Hitting On All Six* ---

"The Sin Flood"
"Sherlock Holmes"

"Brothers Under the Skin"
"Blind Bargain"

"Broken Chains"
"Hungry Hearts"

Loews Theatre, Toronto

Capacity at every performance, audience actually on the
edge of their seats, every minute during the showing.

REPORTS

HERE IS 100% ENTERTAINMENT VALUE

**The leap
for life**

to free Mercy Boone
from the man she
could not love.

GOLDWYN PRESENTS
THE CHICAGO DAILY NEWS PRIZE WINNING STORY

BROKEN CHAINS

BY WINIFRED KIMBALL
AN ALLEN HOLUBAR PRODUCTION
WITH COLLEEN MOORE, CLAIRE WINDSOR,
MALCOLM MCGREGOR, ERNEST TORRENCE
A GOLDWYN PICTURE

**AT THE ALLEN
DOWNTOWN, TORONTO**

Marshal Neilans Supreme Achievement
"THE STRANGER'S BANQUET"
 his first for Goldwyn, his best for Neilan

**THIS
WEEK**

COMING SOON---GOLDWYNS GREATEST TRIUMPH - Watch for it! - Wait for it!

A GOLDWYN PLAYED IS A PROFIT MADE

FAMOUS PLAYERS FILM SERVICE LTD.

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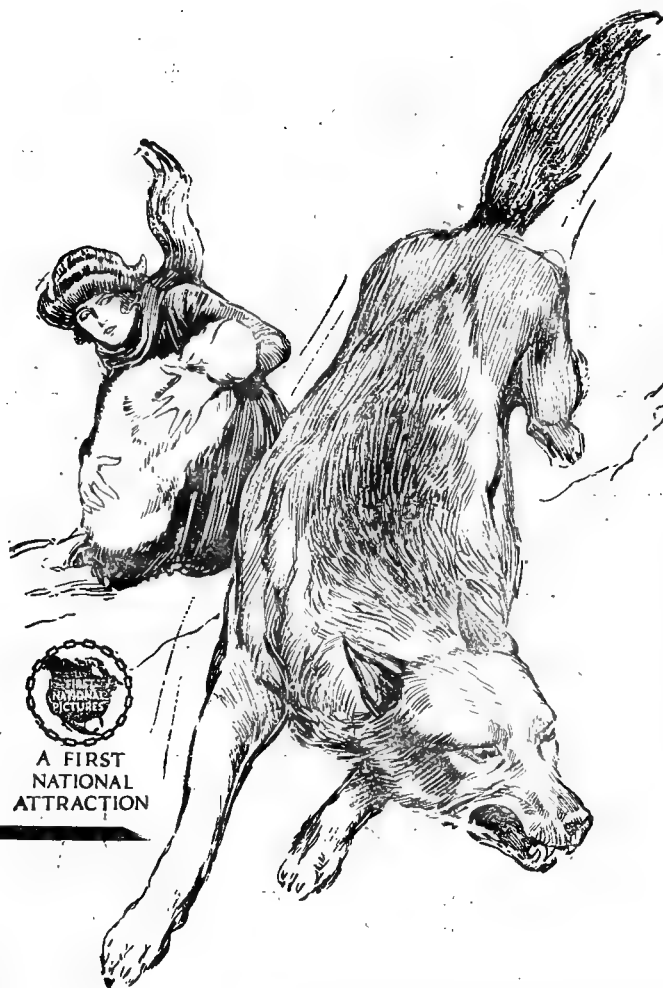
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A FIRST
NATIONAL
ATTRACTION

A flash through the air ----
White foam scudding from
snapping jaws----and then----

Into the Wolf-Pack!

Not once, but time after time defeating
the menace of the slinking circle. Not
once, but time after time your patrons will
gasp and cheer as Strongheart with eyes
stabbing, fangs bared for battle, his great
body rigid—then rippling in a spring—
fighting a wolf-pack for the love of a
woman—and winning her hate.

STRONGHEART

The Wonder Dog who thrilled the world in
"The Silent Call"—now in a great sensation

"BRAWN OF THE NORTH"

Cast Includes

IRENE RICH

Book it now and play it with Buster Keaton
in "The Frozen North"—but have your S.R.O.
sign dusted off and ready

This trade mark accompanies
the finest picture produced—
BAR NONE.



It stands for quality, artistry
and wholesome entertainment
for child and adult.

Use it in all your advertising

CANADIAN MOVING PICTURE DIGEST



*Day by Day in Every Way
First National Grows Bigger
and Better.*

Heinz sells 57 varieties to thousands of retailers,
who, in turn sell to their customers who know
the Trade-Mark.

Heinz's best goods come in a can—ALL OF
OURS DOES—And its up to you to show the
Trade-Mark to your public.

TORONTO, CANADA,
JANUARY 27th, 1923

*"Every Day in Every
Way, Educational are
Growing Better and
Better."*

Exclusive Connection
with
**WESTERN UNION
TELEGRAPH CO.**
Cable Service
to all the World
Money Transferred
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CANADIAN NATIONAL TELEGRAM



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Night Message	N L
Night Letter	

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CANADIAN EDUCATIONAL FILMS LTD 277 VICTORIA ST TORONTO ONT WIRING YOU PERSONALLY THAT EDUCATIONAL HAS MADE A SENSATIONAL COUP STOP MONSIEUR EMILE COUE THE MOST TALKED OF MAN IN THE WORLD IS TO APPEAR EXCLUSIVELY IN A TWO REEL SUPER PICTURE FOR EDUCATIONAL DEMONSTRATING HIS WONDERFUL THEORY WHICH HAS TAKEN THIS COUNTRY BY STORM PUBLIC FIGHTING TO GET INTO HIS LECTURES AND PAYING AS HIGH AS TWO HUNDRED PER SEAT THIS SHOULD BE A SENSATIONAL BOX OFFICE ATTRACTION STOP PICTURE IN PRODUCTION EXPECT PRINTS SHIPPED WITHIN THREE WEEKS THIS PROVES AGAIN THAT DAY BY DAY IN EVERY WAY EDUCATIONAL IS GETTING BETTER AND BETTER

E W HAMMONS.



Canadian Educational Films Limited

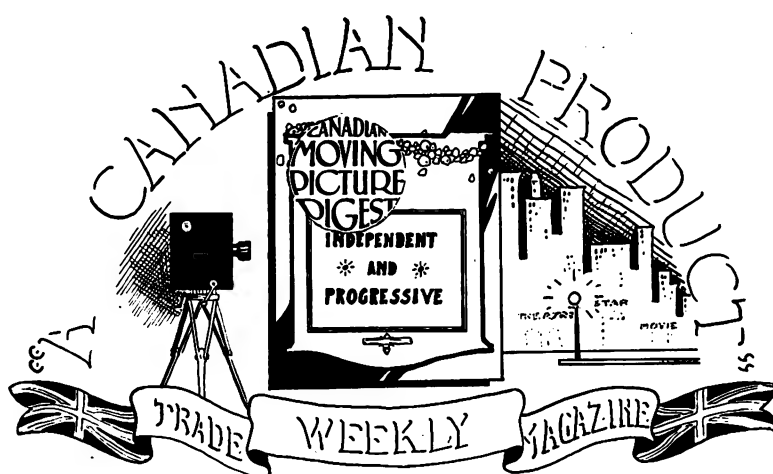
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"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

Subscription \$2.00
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The
**CANADIAN MOVING
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TORONTO**

A. LEWIS
Business Manager

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TORONTO, CANADA

JANUARY 27th, 1923

"Every Day In Every Way Educational Are Growing Better and Better"

PERHAPS no man in public or private life is being quoted as much as a little, genial, unassuming individual called, "Coue." "Every Day In Every Way I Am Getting Better and Better," is becoming an universal slogan.

It is necessary for Coue to have a bodyguard in order to protect him from the multitude who are anxious to get a glimpse of the most optimistic Ego of this age. Coue confesses he has no more power than that allotted to any other individual, this is an example of his modesty. Each person, according to Coue's doctrine, has within himself the making or marring of his career and the first essential in accordance with the teaching of Coue is a healthy body. Coue does not recognize the principles of the "inevitable." In other words Coue does not accept the limitations of inheritance, circumstances, environment and all those forces which surround mankind and hamper his progress. Coue believes that with the application, in connection with the repetition of "Every day in every way I am getting better and better," the inherited ailments, poor environment, embarrassing and annoying circumstances will not fade away, but they will lose their power to influence disadvantageously that individual around which they revolve, and eventually will dissolve. Again we simplify this statement by a little simpler explanation. Coue believes, that is, this is the impression which the writer has obtained from reading the series of Coue articles, that by assuming an optimistic attitude, an attitude that day by day conditions, health, are getting better and better, the thought acts upon your mind which reacts upon your body and upon circumstances.

You have frequently heard the expression conscious and subconscious mind. We are all said to be possessed of these two minds or two aspects of the one mind. The brain action governs the conscious mind. No movement of your body, no action which you take, is disconnected from telegraphic impressions or communications from the brain. Swifter than lightning does the brain com-

mand the body's action, and the body responds with an equal lightning-like rapidity. But the subconscious mind is said to possess an even greater force and power. While the conscious mind gives directions, it in turn receives directions and impressions from the desires of the body, but the subconscious mind is said to be the overseer and this mind does not get the impressions from the body, but is said to belong to the Universal Mind or the Thought Force, which governs the whole universe, and like a radio station it is in attune to catch world vibrations and messages. You cannot force the subconscious mind to accept anything, but if you quietly, passively recognize the principle of "getting better and better every day in every way," your subconscious mind will communicate this message to your conscious mind who in turn will communicate with your body and there you are. Success, health, happiness, the world is yours.

Educational in securing Coue for a two-reel feature have secured the liveliest idea being radioed today, and it is live ideas which every producer and exhibitor are today searching for. The public are shopping for live ideas also. The public are anxious to contact Coue and his idea. Coue, the incorrigible optimist. Coue, who is lifting the people of today out of the despair of "What's the world coming to?" out of cynicism, pessimism, calousness, a hardening materialism into a subconscious realization of the bigness of life.

It is hard to realize that we "bellyachers" are embryonic gods. Coue says we are. Educational believe him, of course they do, because they are an organization which have within themselves those potentialities which selected to best express their ideal, aims and principles as Educational. This Trademark has given us so much that is progressive, artistic, so much genuine entertainment, real comedy that their latest acquisition, "Coue" is but in keeping with their steady march forward and what we expect of them. It did not surprise us when we heard that Educational had secured the "most talked of man in the world." We repeat after them: "Every day in every way Educational are getting better and better."

—RAY LEWIS.

RECORD BREAKING PRE-RELEASE ON "GAME OF LIFE"

REPORTS from three Canadian Pre-Release runs on "The Game of Life" in Toronto, Montreal and Hamilton, show clean-up business.

At Massey Hall, Toronto, at \$1 top, it is reported that the picture did the biggest gross business since the "Birth of a Nation," turning them away steadily after the first two nights. The house was not open for a second week and the picture was moved to the Princess Theatre, where they cancelled the biggest drawing card on Shubert's Circuit, viz., Weber & Fields' Revue, in order to play "The Game of Life." Big business is reported with turn away on the last few days.

In Hamilton, where it played the Temple Theatre at \$1 top, it did capacity business for a full week and

was held over for a second week. As this house has no regular business to speak of and the expense, therefore, was practically nothing, it is reported that the picture took the biggest sum of money out of Hamilton that has ever before been taken by a motion picture.

In Montreal also, with a stiff \$1 scale, capacity business was reported in a theatre that regularly plays to only a third of a house for the best legitimate attractions.

William Gould Joins First National Sales Force

William Gould, who has been manager of Hodkinson films in Winnipeg and district, has joined the First National sales forces.

ALL STAR CAST APPEARING VITAGRAPH SPECIAL

"MASTERS OF MEN"

WORK is progressing rapidly at the Hollywood studios of Vitagraph, on "Masters of Men," Morgan Robertson's big sea thriller. Albert E. Smith, president, is taking personal charge of this production, the second of the twenty-four specials announced by his organization for release.

The all star cast of "Masters of Men" has been selected. There are four principal parts of equal importance and these will be played by Earl Williams, Alice Calhoun, Cullen Landis and Wanda Hawley. Others in the cast, according to advices received from Hollywood, are Jack Curtis, who will play Captain Bilker, commanding the three masters upon which the two heroes are shanghaied, Dick Sutherland, Charles E. Thurston, Bert Apling and Martin Turner.

Critics have named "Masters of Men" as the greatest of all of Morgan Robertson's sea stories. Mrs. Robertson, widow of the writer, from whom Mr. Smith purchased the picture rights, said recently that the author himself considered this story to be his best.

Mr. Smith personally will supervise the production of the twenty-four specials. Particular care will be exercised in casting so that only players of known box office power will be assigned to the principal parts. "The Ninety and Nine" was the first of these super features. This stirring human drama with a raging forest fire through which the hero drives a locomotive and rescues a village, is going over big. Exhibitors have recognized in it a box office winner.

Cecil Wilson, United Artists Exchange, Succeeded

Cecil Wilson, manager for the past year of United Artists Exchange, in Winnipeg, has resigned and has been succeeded by C. A. Meade, of Toronto, who has been made district manager. Mr. Wilson is highly regarded by the exhibitors and they wish him success in the other propositions he has under consideration.

"The Days of Buffalo Bill" is having successful runs at the Columbia and Monarch Theatres in Winnipeg.

Opera House, St. John, Splits Weeks Between Vaudeville and Pictures

The Opera House, St. John, has returned to split week vaudeville and pictures, after playing tab companies for a year, with straight policy at intervals. A trial will be given the split week vaudeville and pictures.

The Palace Theatre, Chatham, N. B., playing straight pictures, has an iron clad rule of closing on all Catholic holy days. This rule has been altered to for some time.

J. H. Allen Using Plucky Progressive Methods Pulling Over Globe, Vancouver

I. H. Allen, who is guiding the destinies of the Globe Theatre, is in the midst of a phenomenal campaign of aggressiveness. He is bombarding the theatre fans of Vancouver with whirlwind advertising, which includes everything from small card to twenty-four sheets.

The Globe, which was a first run house for many years, is feeling the opposition of its newer neighbors, and requires a manager with the pep and aggressiveness displayed by Mr. Allen, who is not afraid to step out of the rut and go after business with new and untried methods. He is a nephew of the Allen brothers, Jule and J. J., of Toronto, who are responsible for a great deal of the development of theatre chains in Canada.

The week of January 8th was called Gala Review week at the Globe, the program was being changed daily and Mr. Allen tells it to the fans thus: "This week we present in review an ensemble of the acknowledged successes of 1922 and embracing the brightest of the stars of filmdom's firmament." The bills follow: Monday, "Saturday Night"; Tuesday, "Experience"; Wednesday, "The Old Homestead"; Thursday, "The Conquest of Canada"; Friday, "Beyond the Rocks"; Saturday, "The Great Impersonation."

The local theatre managers are watching Mr. Allen's campaign with interest, and seeing some new stunts in showmanship.

R. Kershaw Re-Elected Pres. Man. Exhib. Assoc.

At the annual election of officers of the Manitoba Exhibitors Association, R. Kershaw was re-elected president; George Law, manager of Universal, vice-president; Frank Hyde, the treasurer. A dinner was held in connection with the event at the St. Charles Hotel, and several speeches were made by exhibitors and others. The association is taking up with the government a change in the amusement tax on children's admissions and an increased amount for exhibitors for collecting the tax. There is no prospect of the tax coming off, the \$500,000 revenue the government receives each year in receipts being too valuable to lose.



The Literary Digest
PRESENTS

FUN from the PRESS

Distributed by W. W. Hodkinson Corporation

The GAME OF LIFE

The First English Super-Picture



*Smashed all existing Cinema Records in England, eclipsing
"Birth of a Nation," "Hearts of the World," and "The 4 Horsemen",*

Announcing

The GAME OF LIFE Co. is now accepting
percentage bookings throughout Canada.

All enquiries should be addressed to:—

Sol Allen,

c/o Famous Players Film Service, Ltd.

21 Dundas St. E.,

Toronto.

Earliest requests will be given preference
in the matter of dates.

IF ANY ONE DOUBTS EDUCATIONAL MGR. McCLURE STATES.

SEND THEM TO ME

MGR. McCLURE, Georgetown, is so enthusiastic about the short subject programme supplied him by Educational for New Years, that he admonishes Educational to send doubting exhibitors to him. However, we will let Mgr. McClure talk to you in his own way:—

Rex Theatre, Georgetown, Ontario.
January 8th, 1923.
Canadian Educational Films,
277 Victoria St.,
Toronto, Ont.
Attention of H. L. Phaff.

Dear Sirs:

Am writing to express my appreciation on the quality of the Short Subjects programme supplied me on New Years, for both theatres.

My patrons proclaimed it as "the best yet," especially the two-reeler entitled, "Man vs. Beast."

Thanking you again for the programme and wishing for more like it,
Yours truly,

J. A. McCLURE & SON.

P.S.—If any one doubts the quality of your releases, send 'em to me.

L. E. Ouimet Reported To Be Producing "Faust"

L. E. Ouimet, formerly president of the Specialty Film Import, and now organizer and president of the Laval Photoplays Limited, is now busy in Los Angeles producing a screen version of "Faust." In this venture he looks to be up against Mary Pickford, who recently announced that she would play the part of Marguerite in that tragedy. In the meantime the officers of the Laval Photoplays Limited have taken the precaution to register their story and scenario at Sacramento, whilst President Ouimet has also copyrighted the story throughout Canada, and has insured against infringements in some eighteen other countries. There is, however, already a French production of "Faust," so it looks as though a triangular legal duel were impending.

Conductor Regent Theatre Joins Long List Benedicts

A wedding of more than ordinary interest took place at Ottawa, when the daughter of Capt. J. M. Brown, bandmaster of the Governor-General's Foot Guards, Ottawa, for many years, was united in holy wedlock with Mr. Rudolph Pelisek, conductor of the Regent Theatre concert orchestra, at St. Luke's Anglican Church. Mr. and Mrs. Pelisek spent their honeymoon in Montreal.

Educational To Release Royal North West Mounted Series Throughout Quebec.

Canadian Educational Films are about to release a series of two reel pictures centering around the Royal North-West Mounted Police in this territory.

"ONE STOLEN NIGHT," ALICE CALHOUNS NEW VITAGRAPH PRODUCTION READY

ALICE CALHOUN'S newest feature, "One Stolen Night," has been shipped to the Vitagraph exchanges. It is a striking story of the desert, but far from the usual "shiek" type of drama. It provides Miss Calhoun with a new character and gives a chance for a transition from a society girl of puritanical ancestry to an Arabian girl fired with love of romance.

The locations and settings are faithful reproductions of Arabia and the photography is beautiful. Scenes in the evil quarters of the city, "The Street of Seven Sins," the dancing halls and the bazaars are rare demonstrations of motion picture realism. There is drama of appealing power and the story is said to have a twist which provides a surprise finish.

The cast is splendidly selected. Herbert Heyes plays the lead opposite Miss Calhoun. There is a thrilling chase scene when outlaws of the sand capture the heroine and a troop of hard riding Bedouins give a dashing exhibition of Arabian horsemanship. Those who have seen the picture speak enthusiastically of its assured success.

The Game of Life Concludes Successful Engagement

"The Game of Life," after completing a week's engagement at Massey Hall, supplanted Shubert vaudeville at the Princess Theatre, Toronto, playing a week's successful engagement there. Booking now available throughout Canada.

EXHIBITORS

Your Opinion on Pictures

PLEASE

Name of picture.....

Style of picture.....

Entertainment Quality.....

Box Office Results.....

Business Conditions.....

Your Exploitation.....

Exchange Co-Operation.....

Further Remarks.....

Original from.....

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FAMOUS-PLAYERS CANADIAN TO HAVE TWENTY THEATRES IN MANITOBA

RAY LEASON, of New York, a well-known producer and showman of long experience, has been appointed district manager of the Famous-Players Canadian Corporation in the Winnipeg district, the district from Fort William to the western borders of Saskatchewan, and is now in active charge. John Fiddes, of Montreal, has been appointed manager of the Capitol, Winnipeg, and

of the corporation in Winnipeg as well as being manager of the Province Theatre, recently acquired by the corporation. Louis C. Meier has been appointed organist of the Capitol, Winnipeg, coming from Seattle. It is stated that the Famous-Players Canadian Corporation will acquire 20 theatres in Manitoba, in which to show the pictures they have in their exchanges.

Harold Bishop is the treasurer auditor

Sid Taube Sends Characteristic Breezy Letter

St. John, N.B., Jan. 16th, 1923.

Hello Ray:—

How are you? Well, I hope. Will you please be kind enough to place our new St. John office on your mailing list for the greatest book of the time, the Moving Picture Digest?

We have now opened up and are doing business; honestly, we are.

Did you ever hear of the white flake stuff called snow? Well, they cornered all the snow in the world down here this year. It is banked 10 and 12 feet high right in the streets of this city. Last week, Abe Smith, of Regal, and Abe Cass, of Famous Players, left Halifax Friday night. They were snow bound and it took 'em 60 hours to get here. It takes, when the trains run on time, 9 hours, so you see they had plenty of ride for their money.

There is quite a bunch of film men here. Jack Kraker, formerly with First National, is running the Opera House here; opened with a King's musical comedy and two reels of educational last night to wonderful business, and the reports are that the show is also very good. Ernest Shipman is here, also Maurice West; Gerald Ackers of Famous Lasky was here yesterday, and with the regular exchange managers here (who once in a while go to work on the road) they have quite a film colony.

Business in the whole country here is very bad, the theatres of course are doing as well as can be expected, but with no money or big industries you easily understand that conditions are bad, those that have money here have had it so long that they give ice away in the winter, this year snow as a desert, will you please be kind enough to mention that we are already starting dates on Sherlock Holmes here and will commence in the following theatres about February 1st, Orpheus Theatre, Halifax, Askers Theatre, Dartmouth, Strand Theatre, Sydney Mines, Strand Theatre, Sydney. We are also playing comedies in these houses as well, we also got dates in the Imperial and Unique and Opera House in St. John, Imperial Theatre, Moncton, all happened since we have taken charge of our office here, will if possible, get you some real news here, with kindest regards, and please don't forget to place this office on your mailing list, with best wishes, I remain

Truly yours,

Sydney Taube.

QUEEN'S SQUARE TWO WEEKS SHOWS SUCCESSION FOX FEATURES

QUEEN'S Square Theatre for two weeks was practically a Fox Theatre, as splendid picture from that corporation were shown there from January 22nd to February third, including "Nero." "Nero" is also booked for Halifax, N.S. Great interest is being shown in the coming Fox Production, "The Town Which Forgot God," owing to the fact that

this is one of the finest among the new productions, and also that Jane Thomas, who was in St. John during the filming of "Blue Water," has a leading part in "The Town Which Forgot God." This wonderful picture was viewed by R. G. March and C. E. Murray, of the St. John Branch of the Fox Film Corporation in Montreal recently, and both are most enthusiastic over its merits.

Mgr. E. S. Meehan Cleans Up "Smilin' Through"

E. S. Meehan, Manager of the Academy Theatre, Lindsay, Ont., has completed a run of "Smilin' Through" and following an extensive and intelligent exploitation campaign established a box office record that surpassed those set by "Peck's Bad Boy" and "Mickey."

Mr. Meehan says that "Smilin' Through" is not only a good box office clean up, but a picture that does a house good to show and a person good to see.

"Tess" Goes Over Big "Robin Hood" To Follow

United Artists made a big clean up here recently with "Tess of the Storm Country," and is now about to repeat that exploit with a Douglas Fairbanks release, "Robin Hood," which is promised for early in February in Montreal. Probably the same theatre which took "Tess" will also be showing "Robin Hood."

Theatre Wanted

Wanted to rent, moving picture theatre, fully equipped. Will buy contents and rent building. Possession May or June.—J. A. Morrison, Meaford, Ont.—Box 125.

Charles Ramage Signs Contract for Life

Following years of battling with exhibitors, smiling Charlie has decided to take in more territory, and will in future broadcast his arguments from No. 1 Glen Road, where Charlie and "The sweetest little girl in the world" will take up residence following a honeymoon to Buffalo, New York City and Bermuda.

Among the wires received was one from Buster Keaton, reading as follows:

"My wife's relations are living in the electric house in the frozen north, and if you wish to preserve your day dreams while riding on the boat, be sure to have your own play house."

The First National office was the scene of a very pleasant gathering when Charlie was presented with a beautiful lamp, the gift of the staff, together with other articles which Charlie may find useful later in life. The victim responded nobly.

Charlie desires to invite all the boys to a housewarming. The boys are requested to bring their own—cork screws will be provided.

Mgr. Colin Danson Takes Over Grand

Colin Danson has taken over the Grand Opera House at Springhill, N.S., the former manager M. Fitzcarrbett removing to Pictou, N.S.

C. W. LANE, MONTREAL, DIGEST CORRESPONDENT, VISITS ASSOCIATED SCREEN NEWS

BY the courtesy of John M. Alexander, chief photographer, the Montreal correspondent, C. W. Lane, of the Canadian Moving Picture Digest, was shown over the premises and equipment in the Allbee Building of the Associated Screen News of Canada. These occupy the whole of the tenth floor, which have been specially fitted up with all laboratory requirements to fit the wide scope and intended operations of the concern. In addition to producing the films for all Pathe News Pictures, this firm handles the Canadian Pacific Kinogram Travelogues and does all

the work throughout Canada in connection with the bilingual titling of pictures. A considerable amount of industrial filming is also done and thousands of feet of films are put through every process known to the industry. Terry Ramsaye, of New York, the well-known title writer and scenario artist, is on the editorial staff of the firm, coming up to Montreal for a week once every month. The sight of this wonderfully equipped laboratory is an eye-opener, every available inch of space being employed in the considerable space at the disposal of the firm.

MGR. BROWN, GRIFFIN'S THEATRE, ST. CATHARINES, SECURES "SKIN DEEP," EXPLOITATION FOLLOWS

C. J. APPEL, First National Exploiteer, has just returned from St. Catharines, where preliminary arrangement for the exploitation of "Skin Deep" has been made. Incidentally, we might mention that this is the first run in this district of this picture, and from advance reports, Mr. D. C. Brown, of Griffin's Theatre, in that city, will enjoy an exceptional run of business.

The Great War Veterans will sponsor a special screening to take place a week in advance of the play date, at which civic authorities, doctors and heads of welfare organizations will be asked to assist in the outdoor sale of 2000 tickets for the first day's performance which will be under the auspices of the G.W.V.A.

Drug stores, music shops and electrical appliance merchants in that city will co-operate with extensive window displays. Stories pertaining to "Skin Deep" have been planted in the press in that city and full co-operation is being given this important engagement.

First National honestly believes that in "Skin Deep," which stars Milton Sills, they have one of the finest box attractions and interest building pictures ever produced. Furthermore, they are willing to back this argument by taking the picture into any locality and establishing box office records.

We will watch with interest the success of the St. Catharines engagement which takes place February 8th, 9th and 10th.

Film Exchange Managers Exhibitors, Indignant Over Change Train Schedule

There is great indignation among the film exchange managers and exhibitors regarding the curtailing of the night train service between Halifax and St. John. This train, instead of leaving every evening at eleven-thirty now makes only three trips a week. This, added to the delays caused by the frightful storms experienced in this territory recently, has had a most paralyzing effect on business.

Associated First National is re-leasing "The Hottentot," and this big picture will be shown at the Allen.

W. Golding, of Fox, Promoting St. John's Sports

One of the most enthusiastic promoters of sport in St. John, is Walter Golding of the Fox Film Corporation, a nephew of Manager Golding, of the Imperial Theatre, and son of John Golding, so well known to all Imperial patrons. "Walter" has spared no trouble to make basketball a success in St. John, and it is due to his efforts that many fine games have been played in the City. He is a well-known authority on baseball.

The King Musical Company were at the Opera House, St. John, recently and had a successful engagement.

Picture Theatres, Ottawa, Present List Super Features

Picture-goers of Ottawa were thrilled by the dazzling array of feature offerings at the various leading moving picture houses of Ottawa during the week of January 15. Manager J. C. Kennedy of Allen's Regent Theatre, presented "When Knighthood Was in Flower," as the attraction for the whole week, while Manager Ben Stapleton, of the Centre Theatre, offered "The Eternal Flame," starring Norma Talmadge. The attraction at the Imperial Theatre was "Under Two Flags," starring Priscilla Dean, while Manager Frank Goodale, at Loew's Ottawa Theatre, offered "Kick In" for the week. These features were shown all week at the respective houses.

"Game of Life" Plays Russell, Ottawa, Easter

The Russell Theatre, Ottawa, has booked the Ottawa run of "The Game of Life," the special British production, for the whole of Easter week. The Russell is the one legitimate house in the Canadian Capital, and a moving picture attraction has not been seen there in many weeks. The lessee of the theatre is J. T. Moxley, and the manager is E. H. Charlton, formerly at the Princess Theatre, Montreal.

Unit Vaudeville Appears First Time Loew's, Ottawa

Unit vaudeville made its appearance for the first time at Loew's Ottawa Theatre, during the week of January 22, and it made on unqualified hit. Manager Frank Goodale is busily engaged in arranging Loew's Ottawa Frolic which is to be presented shortly with a local company of 100 people.

Phil Rosen Directs Goldstone "Honor Bound"

Phil Rosen, who directed Rodolph Valentino in "The Young Rajah," Wally Reid in "Across the Continent," and many other Paramount successes, has severed his connection with Paramount and joined Phil Goldstone. His first production will be Richard Talmadge in "Honor Bound."

Proposition For Business Tax Substituted for Licenses

There is a proposition to have a business tax substituted for the licenses imposed on the theatres of Winnipeg. The theatre managers met the city officials and discussed the matter with them Jan. 22.

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Big Storms, Maritime, Hurt Theatre Business

The big storms have played havoc with the picture business in the Maritime Provinces. For nearly two weeks no express packages could be sent to Prince Edward Island, and this occasioned much hardship. There were several dark houses in the Sydneys owing to the non-arrival of trains. This was unfortunate for business in Sydney has been picking up quite noticeably lately. In the cities several attractions suffered as the inclement weather kept patrons indoors.

Wanted

THEATRE WANTED—Will lease theatre in a good, live town in Ontario. Seating capacity not less than 400. Let me know what you have to offer. Thos. E. Paling, 208 Kenilworth Ave., Hamilton, Ont.

Ernest H. Bowman To Represent Shipman

It has been announced that Ernest H. Bowman, of the Anglo-Canadian Films, has been appointed by Mr. Ernest Shipman as representative for the Shipman Productions in the Maritime Provinces and Newfoundland. Mr. Bowman is comparatively a newcomer in the film business but has made good and will be wished much success with "Blue Water" and the other All-Canadian pictures.

"Armdale" Successful Theatre Built in Middleton, N.S.

Success has attended the performance at the theatre at Middleton, N.S., "Armdale" opened some few months ago by F. B. Armour. Mr. Armour is a well-known citizen of Middleton, owner of one of the most famous fox farms in Nova Scotia. The theatre building cost \$20,000.

Mgr. C. Walker To Re-Open Bijou Dream

It is understood that the Bijou Dream, of Digby, N.S., which was injured by fire last summer, will be repaired and opened next month by C. Walker, who will show pictures for three nights a week during the winter.

The Opera House at McAdam, has been, it is understood, taken over by Messrs. Jordan and Fisher, who have been previously connected with the picture business. H. Garden was the former manager.

"Blue Water" Pronounced An Excellent Feature

A private screenings of "Blue Water," the first production of the New Brunswick Film Company, Ltd., attracted much attention. One was held at the Imperial Theatre, to which were invited the shareholders in the company, the press and moving picture critics. All pronounced the picture excellent and stated that it will have a splendid appeal. The story is interesting, the scenes show some of the lovely New Brunswick coast and the acting is excellent. A screening for the directors was held at the Unique Theatre, through the courtesy of F. G. Spencer, during the visit of David Hartford and Ernest Shipman in the city. Maurice West, who is the representative for central Canada, was also in St. John at the time of the screenings.

Film Exchange Managers Complaining Sub-Leasing Films To Smaller Theatres

Some of the film exchange managers in Maritime have been complaining of the distribution of films around the smaller theatres. It is stated that sub-leasing has been carried on contrary to contract and that measures will have to be taken to prevent this.

Auditorium, Virden, Man., Gutted By Fire

The interior of the Auditorium Theatre in Virden, Man., was gutted by fire on Jan. 10, and the equipment is ruined. It is owned by the Virden Motion Picture Theatre Company. The loss is estimated at \$10,000.

Imperial, Ottawa, Thinks Patrons' Convenience Gets Business

A special convenience which has been placed in the lobby of the Imperial Theatre, Ottawa, during these snowy days is a stand on which patrons find half a dozen whisks with which they may brush the snow from their coats, cloaks and hats before taking their seats. The detail has made a hit among theatre-goers because it relieves them of the unpleasantness of sitting during a performance with damp garments.

Lyceum, Winnipeg, Continues To Show Big Pictures

The Lyceum, Winnipeg, continues to present super-features and among the most recent successes shown are: "A Woman's Woman," "The Fast Mail," "The Glorious Adventure," "The Storm," "The Prisoner of Zenda," second week, "The Man Who Played God," "The Three Must Get Their's," "The Top of New York" and "Monte Cristo." Excellent business was done with all these. Second and third run were given these productions at Starland and College Theatres, owned by A. R. McNichol.

"Bulldog Drummond" To Play Allen Theatre, Montreal

Famous Players are releasing an average of three pictures every two weeks in Montreal. One of the biggest will be "Bulldog Drummond," which will star Carlisle Blackwell and Evelyn Greeley.

CANADIAN DISTRIBUTORS OF—

Motiograph Projectors

Superlite Gold Fibre Screens

Rexolux Motor-Generators

Cinephor Lenses

Automatic Ticket Registers

Fulco Theatre Specialties

EVERYTHING
FOR
THE
THEATRE

QUALITY COUNTS

KEITH'S PALACE, Cleavelands Latest Playhouse installs the
New De Luxe Motiograph with G. E. High Intensity Arcs

Our 1923 Catalogue has just been issued, did you receive a copy?

PROMPT AND
EFFICIENT
SERVICE

THE COLEMAN ELECTRIC CO.

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ANNUAL CONVENTION DOMINION FIRE PREVENTION, HELD CHATEAU LAURIER WILL. HAYS MAY ATTEND

WILL. HAYES and other prominent men of the moving picture industry in the United States and Canada, have been invited to attend the annual convention of the Dominion Fire Prevention Association, which is to be held in the Chateau Laurier, Ottawa, Ontario, February 8 and 9, arrangements have been made by J. Grove Smith, Dominion Fire Commissioner.

The whole of the morning session on the second day of the conference is given over to a discussion of "Motion Picture Film Hazard," a paper on which is to be presented by Franklin H. Wentworth, of the National Fire Protection Association. Speakers who have accepted invitations to speak on the subject, also include Hickman Price of New York, representing the Motion Picture Producers Association, F. W. Lovejoy of Rochester, vice-president of the Eastman Kodak Company; F. A. Cambridge, of Winnipeg, municipal

inspector of that city, and George F. Lewis of Toronto.

It is expected that the convention will see a demonstration of the "Kodakscope," a new projection machine which has been perfected by the Eastman Kodak Company, it is understood, and various tests are to be made with slow-burning and other forms of standard-width moving picture films.

Because of the emphasis which has been placed on the film subject, the Dominion Association decided to invite Mr. Hays to go to Ottawa from New York, and he has intimated by letter that he will attend unless he finds it necessary to go to California before the date of the Canadian conference. The Society of Motion Picture Engineers will be officially represented at the congress in the Canadian Capital, as well as insurance men, underwriters, moving picture producers and others, and it is believed that the pronouncements by the convention will have far-reaching effect.

'SATAN'S PARADISE' TO OPEN ALLEN THEATRE, TORONTO, MARCH

DEAR RAY:—

You will no doubt recall our letter of January, a year ago, advising you that Camera Classics, the first truly Canadian single reel to be placed on the market had been contracted for by Educational Films of New York. Your review of the Classics previous to release, predicted a noted success for these all-Canadian single reels.

Our next success has been the distribution through Famous Players Film Service of our seven-reel picture, "Satan's Paradise," the first truly Canadian made feature ever to be produced.

In your review of the Digest, November 25, you predicted that "Satan's Paradise" would stand on its own in competing with the best offerings of the year.

We are happy to advise you that Famous Players have booked the pic-

ture for its premier showing in Allen's premier theatre, for the week of March 5th.

We have overlooked nothing in connection with the exploitation of the picture. We have a wonderful line of paper and tie-ups so definite that "Satan's Paradise" is bound to be a tremendous box office success.

To our way of thinking, an exhibitor has two things in mind—"get them in" and "send them away satisfied."

We ourselves must come back to the exhibitor again and again, and we feel certain that "Satan's Paradise" will be responsible for an indestructible friendship between exhibitor, patrons and Filmcraft Studios.

Heartily thanking you for your honest interest in our efforts.

Most sincerely yours,

Filmcraft Industries Limited,

Hardy, secretary-treasurer of the company, has just returned from New York, where he completed arrangements for super-features and short subjects. Mr. Hardy, who is very optimistic as to the future of Beaver Films in Canada, looks forward to good results from his first release, "Determination," the million dollar special, which has already been sold to the Independent Amusement Co., Ltd., for their circuit and which will be released at the Strand shortly. S. H. Kippan is in charge of the distribution of Beaver films in Montreal.

First National's "The Dangerous Age," Offers Valuable Suggestions

"No woman ever won and kept a man with sulphur and molasses. Try salve and straight lines. When a man reaches 40 and is attracted by a girl, it's not her youth he is after—it's his own. That is the "Dangerous Age." A man is easily a fool till forty. Then easy a fool. Watch him every instant and try to be his permanent bride. Remember when your mind is on moth balls and a spring house-cleaning, his is on spring poems and romance. Don't grow indifferent. There are three school periods in a man's life, 9 to learn his alphabet, 19 to study his career, 39 to strengthen him for his 40th birthday. You must be his tutor when he reaches "The Dangerous Age."

Imperial Theatre Extends Invitation To Soldiers To View "Skin Deep"

The management of the Imperial Theatre, Moncton, N.B., extended a cordial invitation through the press of the city, to any disabled returned soldier to attend any performance of "Skin Deep," showing in Moncton, recently.

The Dixie Minstrels gave a performance at the Grand Theatre, Moncton, recently.

Motion Picture Review Goes Up in Smoke

The building on Union Street, St. John, in which the Motion Picture Review, a weekly publication, staging football pools and lotteries, has its office was gutted by fire. The fire broke out at 2 a.m. Sunday morning.

BEAVER FILMS, LTD., TO OPEN BRANCHES THROUGHOUT CANADA

BEAVER Films, Limited, who control some 400 negatives for Canada, will start releasing in Mon-

treau, following which they will establish branch offices in Ontario and the Maritime Provinces. Joseph A.

Satan's Paradise
Canada's First

STEPHENSON ATTRACTIONS LTD.

Announce for Canada

"A WOMAN IN CHAINS"

with

MRS. RODOLPH VALENTINO

E. K. LINCOLN

MARTHA MANSFIELD

And a Supporting Cast of 400

to be followed by

"SUNSHINE OF PARADISE ALLEY"

BY DENMAN THOMPSON

AUTHOR OF "THE OLD HOMESTEAD"

"The Life of an Actress"

"The Fire Patrol"

"Driven From Home"

"The Fatal Night"

"Lost in the Dark"

"It's Never Too Late to Mend"

"Your Mother and Mine"

"Easy Money"

"Too Rich to Marry"

"The Land of the Living"

***A Contract to Exhibit These Pictures
Is An Asset***

Amalgamated Exchanges of America

1540 BROADWAY - NEW YORK

'Come Seven!'

'Come Eleven!'

NORMA TALMADGE
in
"The Eternal Flame."

MILTON SILLS
in
"Skin Deep."

HOPE HAMPTON
in
"The Light in the Dark."

RICHARD BARTHELMESS
in
"The Bond Boy."

KATHERINE MACDONALD
in
"White Shoulders."

CONSTANCE TALMADGE
in
"East Is West"

MADGE BELLAMY
in
"Lorna Doone."

JACKIE COOGAN
in
"Oliver Twist."

STRONGHEART
in
"Brawn of the North."

KATHERINE MACDONALD
in
"The Woman Conquers."

MARSHALL NEILAN'S
"Minnie"
with
LEATRICE JOY.

We yelled for "Seven" and
we made "Eleven" straight
passes without a miss---

BOOK 'EM

PLAY 'EM

and your orchestra plays to
A FULL HOUSE

We've had our roll and cleaned
every competitor---it's your roll
now---PLAY 'EM---CLEAN UP
---or pass out of the picture.



EVERY DAY IN EVERY WAY FIRST
NATIONAL GROWS BIGGER AND BETTER

— Published by —
The Dominion Embossing & Printing Co.
27 Jarvis St. — Toronto, Canada

Vol. 14, No. 41

Feb. 3rd, 1923.

CANADIAN MOVING PICTURE DIGEST



Where ever you see it you see
the best picture in the district
and your patrons know it!

TORONTO, CANADA,
FEBRUARY 3rd, 1923

Cameo

CLEAN CUT COMEDIES



"PITTER PATTER"

featuring

JIMMIE ADAMS

WITH

VIRGINIA VANCE

MOVING PICTURE WORLD

reviewing "Crash" and "Pitter Patter", says:

"They should prove an attractive 'buy' for exhibitors. There is an unusual amount of action in them, something doing every minute, and they will keep the average audience in roars. Both start off with a bang and are filled with laughs."

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COMING

THE MESSAGE OF
EMILE COUE

*"Day by Day in Every Way
Educational is Growing Better
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For More Than a Year

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The
**CANADIAN MOVING
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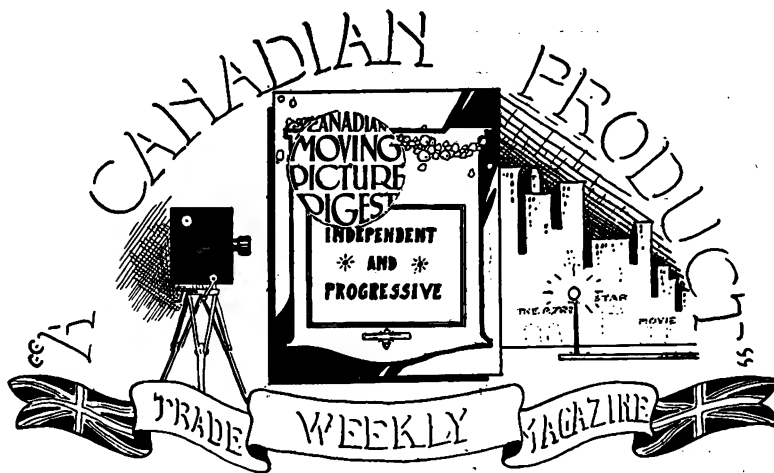
RAY LEWIS

Managing Editor

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The
**CANADIAN MOVING
PICTURE DIGEST**

Published Weekly by

**The Dominion Embossing
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27 JARVIS STREET,

TORONTO

A. LEWIS

Business Manager

VOL. 14, No. 41

TORONTO, CANADA

FEBRUARY 3rd, 1923

Among the Missing:

EXHIBITORS will have noted that with the exception of Mr. Morrison, of the Star Theatre, Meaford, and Mr. Fred. R. Pursel, of the Lyric Theatre, Simcoe, that no other exhibitors have been interested in taking advantage of the Exhibitors' Report Column. We are interested in endeavoring to find out why the Canadian Exhibitor is so far behind the exhibitor from the U.S. in this respect.

We have repeatedly heard that you cannot get the exhibitors to do any constructive work collectively, but it looks as if you cannot get the Canadian Exhibitors to do any constructive work even singly; and when that work is being solely organized and constructed for their direct benefit. The business of the exhibitor is to buy and sell pictures, buying from the exchange and selling to the public.

The exhibitor buys because the salesman of the exchange convinces him that a particular picture is the product he wants and that it will sell to the exhibitor's patrons. The exhibitor at times hears that a picture is good, or sees a preview of it and concludes that it is good; and buys this particular picture as a result. This method of buying has within it a large percentage of the elements of chance. The rumor that a picture is good may have been created and fostered by the producer or the exchange that is marketing the product. The exhibitor may like a picture but his patrons may not like what he likes. No method of ascertaining whether a picture is 100 per cent. can be found since entertainment depends a great deal upon the mood the individual is in when the entertainment is being offered. However, exhibitors' opinions on pictures, based upon what the picture did from a box office angle, the impression it created with its audiences, is the test of a picture. The exhibitor who reads the reports of the various exhibitors and finds that a good report is the average on a certain picture, can make no mistake by booking this product.

But how is the exhibitor to get these reports if exhibitors will not report? You can solve this problem by becoming one of the exhibitors who do report. "Cast thy bread upon the waters." For every report you send in, another exhibitor will send one in. Booking by these reports cannot but prove most beneficial to the exhibitor. In addition it brings about a union between exhibitors, a constant exchange of ideas, which is stimulating to the box office and a source of information to the exhibitor.

Let us suppose that a certain exhibitor plays a picture and gets no business on this attraction, while two other exhibitors pack their houses with the same picture.

The information naturally makes the exhibitor who lost money wonder why the attraction played to such poor business in his house. The fault evidently is not in the picture, the reports on it are good, the fault must lie with the manner in which the exhibitor presented this picture to his patrons, or in his inefficient presentation. Perhaps this exhibitor has been playing to poor business all along and blaming it on the pictures, on the opposite everybody and everything but on himself. His lack of vision, on the waning interest of picture patronage, on initiative, the "go and get it spirit of business."

When pictures were a novelty, and the exhibitor was sole monarch of the picture entertainment in his town, his house was packed. He cannot understand, running his house on the same methods, why he does not get the business today. This type of an exhibitor never sends in a report on his pictures. He listlessly reads his trade papers, and only exhibits an indication that he is alive when he enters an exchange and begins crying for a reduction because he is "starving to death."

It has occurred to us that perhaps the exhibitors of Canada do not trust each other, that they have no confidence in each other's opinions, that having successfully played a picture they do not wish their competitor in the same town to get a chance to make any money, nor do they wish any other exhibitor, even in another town, to reap the benefits which they have reaped. Besides, by telling the exchange that you made money on their picture, the exchange, being "a bunch of Shylocks," will raise the price on the next picture the exhibitor wishes to purchase from them. This lack of interest in sending in reports may be occasioned by a spirit of wishing to see every other exhibitor "stung." We are forced to come to the conclusion that the inertia displayed by exhibitors in sending in reports on pictures, reports which cannot but help them from every possible angle, must be actuated by the two above reasons, selfishness and fear of extortion, or we must conclude with the U.S. trade paper who recently published in their list of live wire exhibitors in Canada, the name of A. J. Small, the missing millionaire theatrical magnate, who was reported dead three years ago, and for whom a world-wide search was organized, that he is an example of how much alive our U.S. friends conclude exhibitors are in Canada. We congratulate them on their sense of humor, but since the joke is on us, it is not so amusing. Are we alive? Let us hear from our exhibitors weekly, even occasionally. It is not very thrilling to be numbered among "the missing."

RAY LEWIS.

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MGR. H. W. HILL CELEBRATES TENTH ANNIVERSARY, PRINCESS, PRESTON

MGR. H. W. HILL, of the Princess Theatre, Preston, Ont., celebrated his tenth anniversary recently, as manager of the Princess. Mr. Hill is the oldest exhibitor operating his theatre in that section of the country. The celebration took place Jan. 25th and 26th, and Mgr. Geo. O. Phillips of Kitchener, a retired exhibitor and one of the best known theatrical men in Canada, presided as chairman of the concert programme.

Mr. Ferte, representing Paramount pictures, gave an address on picture production. We offer our congratulations to Mgr. Hill and vote "Long may he reign."

Mr. Homuth, manufacturer, of

Preston, and the builder of the Preston Opero House, twenty-eight years ago, gave an outline in his address on the progressiveness of theatre entertainment in Preston, as he had observed it. Among the film visitors were, Mgr. S. Glazier, Shipman Production; Mr. Gordon White, Hodkinson Pictures Corp.; Mr. Whitney, Associated First National; Mr. Frank Venette, of Universal, and Mgr. Fred Duchesnes, of the Park Theatre, Preston. A number of local artists gave their artistic aid to the fine array of pictures offered, and the celebration was carried off in a dignified and entertaining style.

Mgr. Miller Stewart Keeps Up Standing

Miller Stewart, manager of the Allen, Winnipeg, brought to the Allen a number of distinguished artistes the past month which added to the freshness and interest of his programmes. Miss Ada Webber and Miss Leila Sorley, syncopater singers; Louis Benjamin, Toronto, spiritualist and medium, and Campbell McLean, Scotch singer, were four. He has also continued his regular symphonic concert night on Tuesday, when the finest orchestral music heard in Winnipeg is provided by a band of 35 pieces under Charles D. Manning's direction; and the regular Syncopation Night on Thursday, when jazz players give a half-hour's programme. On Saturday afternoon children's concert is given and this is a big attraction for the day. The National Musical Nights have been discontinued for the present. "The Dangerous Age," "Oliver Twist," "The Hottentot," "The Woman Conquers," "Omar the Tentmaker," "Love is an Awful Thing," have been among the recent picture successes at the Winnipeg Allen.

"No Wedding Bells" Title on New Larry Semon Comedy

Larry Semon's next comedy will be called "No Wedding Bells." The comedy is now being produced at the Vitagraph Hollywood Studios. Lucille Carlisle plays the beautiful young girl whom the heroic Larry saves from the toils of the wicked Chinese. The sets in the Semon comedy are particularly elaborate and the stunts are not only full of laughs, but as in all of Semon's productions, filled with thrills.

F. W. Crosbie Is Visiting New York

Fred W. Crosbie, of Winnipeg, a well-known film salesman and exhibitor in the West, who has had this season splendid success with "Open Your Eyes," is at present in New York, where he is looking into the Television Pictures at the Selwyn Theatre. All New York is talking about this invention, Mr. Crosbie writes. Some time ago the Digest published a report to the effect that "Open Your Eyes" was made for the soldiers. Mr. Crosbie writes asking us to correct this statement, and concludes his letter with the information that "Fit To Win" is the picture made for the soldiers.

United Artists Report "Tess of the Storm Country" To Play Capitol

United Artists reports that the latest Pickford picture, "Tess of the Storm Country," has been booked for the entire week at the Capitol, Montreal. This exchange has signed a contract with Mack Sennett for the handling of Sennett productions. The first will be "Suzannah," featuring Mabel Normand.

Mr. S. Glazer, long identified as salesman with Regal, is now selling for Mr. E. Shipman, Canadian-Made features.

Satan's Paradise
Canada's First

Mgr. J. Rosenbloom Cashes In On "Glengarry" Montreal, Jan. 8th, 1923.

Mr. I. Rosenbloom, Royal Alexandra Theatre, Lachine, Que.

Dear Mr. Rosenbloom:—

Mr. Burpee has told me of the good business you did with the "Man From Glengarry," and how your Sunday opening was nearly as good as three or four days on some of the other pictures.

This gives me much pleasure because I want to see all the exhibitors make money out of our picture. You have the reputation of running your theatre in a very capable manner.

I am going to suggest that you write a letter to the Canadian Digest, 27 Jarvis Street, Toronto, Ont., and tell them the same thing that you told Mr. Burpee. The Digest will print your letter, as I am writing them today to do so. It will be a tribute to your showmanship and will be a boost for our picture.

Some day I am going to run out and shake hands with you in your own lobby.

Yours very truly,

ERNEST SHIPMAN.

Kathleen Clifford To Appear In Christie Comedies

Kathleen Clifford, famous "best dressed boy" of the stage, and also a picture star by the way, has been engaged by Al Christie, and will be featured in the next Christie Comedy to go into production.

Miss Clifford was known as the Famous Boy in vaudeville, the Julian Eltinge of ingenues, for her well-known role in the snappiest of dinner clothes and a monocle. It is likely that in the comedy which Al Christie will direct, she will play a similar character to that which she launched so successfully in her own act in vaudeville. If the story includes such a character it will be the first time done in pictures from a comedy angle.

Miss Clifford's most recent picture appearance was in "Kick In," the George Fitzmaurice production in Paramount's program. Prior to that she played in many other feature productions after a varied career on the stage which included vaudeville, Ziegfeld revues and starring in her own legitimate productions.

Yarmouth, N.S., To Have Two New Theatres

There are well founded rumors that a new theatre is to be opened in Yarmouth, N.S. The report is that another house will be opened by a man with splendid theatrical experience, and he is receiving every encouragement in his project.

PREFERRED PICTURES

"Say it with Box Office Attractions"

THE FIRST

8

Rich Men's Wives
The Hero
Are You A Failure
Thorns and
Orange Blossoms
Shadows
The Girl Who
Came Back
April Showers

THEY ARE
ALL GOOD—
MOST OF THEM
ARE GREAT!

EACH WILL BE SOLD
AT A PRICE PROPOR-
TIONATE TO ITS VALUE

THE NEXT

8

Mothers-in-Law
The Broken Wing
The Parasite
My Lady's Lips
The Aristocrat
The Satin Woman
Frivolity
A Mansion of
Aching Hearts

Important to the Exhibitor is a Permanent Source of Supply

Coming Soon

The Christian

A Goldwyn Picture

Maurice
Tourneur's Mammoth
production of Sir
Hall Caine's
Famous Novel

FAMOUS PLAYERS FILM SERVICE

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Before Buying Pictures Read The Digest Advertising Pages.

MGR. FRED. PURSEL, LYRIC SIMCOE, SENDS IN HIS REPORTS PICTURES HE HAS PLAYED

CAMERON OF THE ROYAL MOUNTED," Hodgkinson, Canadian-made feature, story, title and condition of film, good. This picture drew even against a big hockey match and pleased immensely.

"Smilin' Through," star, Norma Talmadge, Associated First National, story beautiful, title and condition of film good. My remarks are to this effect: a beautiful story, beautifully done, everybody well pleased with this, a real feature.

"Seventh Day," star Richard

Barthelmess, Associated First National, story fair, title and condition of film good. Not as good as other pictures of this star, but it will go as a programme picture; seemed to please everybody and nobody kicked about it.

"Yellow Men and Gold," Goldwyn, story good, title and condition of film good. An A1 programme feature that pleased all."

(Thank you, Mr. Pursel, for your reports.—Editor.)

BIG CHANGES IN PICTURE METHODS PROPHECIED BY ROWLAND, GEN. MGR. ASSOC. FIRST NAT.

BIG changes in motion picture methods are forecast for 1923.

Richard Rowland, general manager of Associated First National Pictures, Inc., says for one thing, that the scenario writer who makes the picture will receive his just due, rising to the brilliant heights of the electric lights this season.

The First National executive also predicts that the popular girl of the silver sheet will be the homely girl and that melodrama will prove the most successful type of picture.

As a starter in homely girls, theretier," an Allan Holubar production, is the heroine of Marshall Neilan's with Dorothy Phillips.

"Minnie," who is ugly in all but the last reel of the picture. Leatrice Joy, who is ordinarily very easy to look upon, plays the role of "Minnie."

Other big films promised for 1923 are Norma Talmadge's "Within The Law," "Trilby," to be produced by Richard Walton Tully; Edwin Carewe's "Mighty Lak A Rose," which will be followed by "The Girl of the Golden West," Crittenden Marriott's "The Isle of Dead Ships," a Maurice Tourneur production; and Jeffry de Prend's "The White Fron-

CRAZY IF THEY DON'T PLAY GOLDWYN "SHERLOCK HOLMES"

Banff, Alta., Jan. 30, 1923.
Famous Players Films,
Calgary, Alta.

Mr. Kohn:

Played "Sherlock Holmes" tonight to a very good house. This picture is a knock-out and you should do big business with it.

The acting of John Barrymore is excellent, in fact all the cast is perfect.

If exhibitors don't book this one they are crazy. Good luck!

Yours truly,

J. G. Fowles, Lux Theatre.

Imperial, Moncton, Ties Up Sun Maid Raisin Co.

The Imperial Theatre, Moncton, N.B., had a tie-up with the Sun Maid Raisin Company, for two afternoons. Each child attending received a package of the raisins. The house was crowded both afternoons. Ten dollars in prizes were also allotted to children bringing to the theatre the largest number of raisin packages.

Cecil Wilson, manager of United Artists office in Winnipeg, has resigned to accept another position in the west.



The Literary Digest
PRESENTS

FUN from the PRESS

Distributed by W. W. Hodgkinson Corporation

Exhibitors

Your Report on Pictures PLEASE

Mgr. J. C. Silverthorn Purchases Star Theatre From J. Morrison

Mgr. J. C. Silverthorn, former manager of Rex Theatre, Georgetown, and Wonderland, Acton, has purchased the entire interests in the Star Theatre, Meaford, from J. A. Morrison. Mr. Silverthorn will take charge the first of April and will show only the best pictures.

Charlie Chaplin's Support Appears in "The Pilgrim"

Five players who contributed to past screen successes of Charlie Chaplin support the famous comedian in his latest feature comedy, "The Pilgrim," which Associated First National has announced for release on February 26. They are Edna Purviance, again as the comedian's leading lady; Charlie's brother, Sydney Chaplin; Mack Swain, "Chuck" Reisner and Tom Murray. Others who appear in support of the star are Kitty Bradbury, Dash Loyal, Dinky Dean and Mae Wells.

J. L. Hunter Purchases Stock in Canadian Releasing Corporation

J. L. Hunter, formerly with First National and Associated Producers (Canada), and general sales manager of American Releasing Corporation in the United States for the past year, has purchased a block of stock in the Canadian Releasing Corporation and is now in charge of Ontario territory with headquarters at Toronto. J. P. O'Loughlin, managing director of the Canadian Releasing Corporation, with head office in Montreal, announces the release of "What Fools Men Are," and "The Three Buckaroos" at the Strand and Independent Amusement Co. Circuit in that city.

EDUCATIONAL "HAZEL FROM HOLLYWOOD," CHRISTIE. SATIRE ON THE MOVIES

THREE hundred members of the Hollywood Business Men's Club, caught a glimpse of the now world-famous Hollywood seen from a comedy vein when the girls of the Studio Club showed them a special preview of Christie's latest production, "Hazel From Hollywood," a satire on the movies.

The business men who are accustomed to view Hollywood boulevard from the point of view of so many dollars per front foot, saw their city, made famous by the movies, as pictured in a little town of the Middle West, where Hazel, pride of the Nutt family, tears away without a pang of parting from her old folks at home and hies her to the cinema capital to become a noted star.

One of the big kicks in the picture is the scene of "Hazel" hashing in a Hollywood Boulevard Cafe, while writing her "sap" lover back East, that she lunches daily with Rodolph Valentino, Mary Miles Minter, Gloria Swanson, et cetera. The Hollywood men saw their town—at least the motion picture part of it—kidded a little, but they took the joshing good naturedly as they realized that the funny

side of motion picture making had been caught on the celluloid.

The first showing of "Hazel From Hollywood" was given as part of the Hollywood Studio Club's entertainment of the business men and was appropriate because the Studio Club's membership is made up partially of girls who are breaking into the pictures.

Miss Marjorie Williams, executive manager of the Studio Club for the National Board of the Y.W.C.A., is in charge of the campaign to enlarge the scope of the studio girl's organization, and she declared after the preview showing that every girl who hopes to come to Hollywood and get into the movies should see this picture, but that she should not take it too seriously as a real picture of breaking in. Christie's "Hazel," in other words, is purely for amusement, and while the experiences of a movie-struck maiden getting a job in a Hollywood studio are more or less enlightening, it is not to be supposed that every girl can get into the movies as easily as does the "Hazel" of the satirical comedy.

Reports On "Tess" Turned Hundreds Away Engagement at Capitol

Mary Pickford's "Tess" turned hundreds away, owing to the great demand for seats by the public of Winnipeg. Its second week went to the Province, the other Famous Players house in Winnipeg.

AT LIBERTY—Motion Picture Operator. 12 years experience. References of the highest calibre. Apply Box 25, Digest.

Mary Pickford in Faust Ernest Lubitsch, Director

Announcement is made that Mary Pickford will start work immediately on an elaborate photoplay production of "Faust." Miss Pickford will portray the character of Marguerite. The production will be made under the direction of Ernest Lubitsch.

Miss Pickford makes it emphatically plain in announcing that she will begin work on "Faust" immediately, that she has not by any means abandoned her plans to produce "Dorothy Vernon of Haddon Hall," but that this work has only been postponed for the time being—probably to be taken up next summer.

To portray the role of Marguerite in "Faust" long has been a cherished dream of Miss Pickford's, and Mr. Lubitsch was engaged by her with this idea in mind. Mr. Lubitsch also has long been ambitious to undertake the direction of a screen version of "Faust," but asserts that he never had found the right person to picture the character until he met Miss Pickford, who he declares represents the ideal type for this role that has been made famous in drama and opera.

Educational Features Showing Leading Montreal Theatres

Canadian Educational Films are showing "High Power," a Mermaid Comedy, at Allen and Loew's whilst "Hazel from Hollywood" will be released to the Allen, Montreal. The new Hodge-Podge series is going guns. O. R. Hanson, general manager for Canada, of this exchange, was in Montreal visiting the local office recently.

Manitoba Censor Board Condemns Two Pictures

The Manitoba Censor Board has condemned "The World's Applause" and "A Fool There Was."

FOR SALE—Motion Picture Outfit, consisting of Powers A projector, rheostat, switches, reels, screen, two sets of scenery and curtains, etc. Price \$350.00.—W. J. Biersbach, Box 72, Waterloo, Ont.

Capitol, Winnipeg, Secures Fine Array of Features

The Capitol, of Winnipeg, has secured "Trifling Women," "The Third Alarm," "When Knighthood Was In Flower," and "Robin Hood," besides "The Leather Pushers" series.

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PERSONAL ACTIVITIES, OTTAWA, EXHIBITORS REVEAL WHO ARE LIVE WIRES

THE week of January 29th was a big one in the personal activities of a number of prominent exhibitors of Ottawa, Ontario. On January 30th, Capt. Frank Goodale, manager of Loew's Ottawa Theatre, was the "star" of the luncheon of the Lions Club of Ottawa, at the Chateau Laurier, when a biographical sketch was given of Manager Goodale by Mr. Henri Lafreniere, a fellow member. Mr. Lafreniere mentioned that Capt. Goodale was one of the original airmen in America, holding Balloon Pilot's License No. 6, in the Aero Club of America, and also Spherical Balloon License No. 64. Capt. Goodale, who was born in Bowling Green, Ohio, Dec. 21st, 1886, was the first man to make a night flight over New York City, performing this feat in a dirigible balloon on July 19, 1910. He was commissioned First Lieutenant in the American Air Force on April 6th, 1917, the day on which the United States entered the war. After the war, when he was discharged with the rank of captain, he became manager of Loew's Liberty Theatre, Cleveland, Ohio, and was transferred to Loew's Ottawa Theatre about one year ago.

Manager Goodale had a number of actors from the theatre as his guests

to provide the entertainment portion of the programme for the luncheon and also distributed a number of passes to the theatres as prizes among the members.

On the following day, announcement was made locally that Manager J. C. Kennedy of Allen's Regent Theatre, Ottawa, had been accepted as a member of "The 100 Club of Ottawa," an organization of local business boosters.

On February 2nd, Manager Don Stapleton, of the Centre Theatre, Ottawa, was the "silent booster" at the luncheon of the Kiwanis Club of Ottawa, of which he is an energetic member. A description of Mr. Stapleton's life was also presented at this meeting. He was born in Kentucky but moved to Ottawa in early life, attending the schools there and also attending McGill University, Montreal. Announcement was made that the Centre Theatre specialized in First National attractions, and members were invited to see "Omar, the Tentmaker," at the theatre during the following week. Don, who has succeeded his father, Ben Stapleton, in the active management of the theatre, also distributed a number of prizes in the form of theatre passes.

Mgr. Patton To Open Theatre, Sackville, N.B.

We hear on good authority, that Mr. Patton of Sackville, intends opening a theatre in Sackville, in the new hall there. Sackville already has one theatre, the Opera House, under the management of A. A. Ayer. Mr. Patton has been in the motion picture business, running a theatre at St. Pierre, Miquelon.

Motion Picture Business For Sale

Theatre operating as the Imperial Theatre, Barrington St., Halifax, N.S., for past eight years. Completely furnished and equipped. Satisfactory lease of building can be obtained. If interested wire The Nova Scotia Trust Co., Halifax, N.S.

L. Rosenfeld Visits Montreal Goldwyn Office

L. Rosenfeld, Assistant General Manager of Goldwyn's, was a visitor to Famous Players offices, Montreal, recently, looking over business conditions there.

George Rotsky Introduces a Whirlwind Campaign, "The Game of Life"

George Rotsky, manager of the Allen Theatre, carried out a whirlwind campaign of publicity in connection with the presentation of the English super picture which was shown at the Orpheum Theatre exclusively. "The Game of Life" is in eleven reels and stars some of the best known English artists. Prices, it is reported, were a dollar top, seventy-five and fifty cents.

Splendid Reports Given "Capitol," Summerside, P.E.I.

Splendid reports are heard of J. J. Gaudet's new house at Summerside, P.E.I., previously called Happyland, now the "Capitol." There is a restaurant run in connection with the theatre and the management both, of the theatre and restaurant, are a credit to those in charge.

Out of town exhibitors in Montreal recently include J. W. Smith, of the Star Theatre, Bury, and R. H. McLatchin, of the Princess, Sherbrooke.

Sid Taube Writes Interesting News, Maritime

Theatres have suffered greatly on account of stormy weather. Film shipments throughout the Maritimes were delayed, and during the week-end January 13th to 16th, there was no train service. Theatres in the interior of New Brunswick and Nova Scotia were consequently without releases. Mr. Jacobs, of St. John office, has secured the following new contracts and business in the following towns and theatres:

Star Theatre, Edmonton, N.B.
Strand, New Waterford, N.S.
Strand, Sydney, N.S.
Strand, Sydney Mines, N.S.
Opera House, Windsor, N.S.
Imperial, Windsor, N.S.
Victoria, Berwick, N.S.
Orpheus, Halifax, N.S.
Ackers, Halifax, N.S.
Gaiety, Fredericton, N.B.
Also booking dates in:
Unique, St. John.
Imperial, St. John.
Imperial, Moncton, N.B.
Imperial, Halifax.

Many extra playing dates from theatres which have been playing educational have also come in since the opening of the new St. John office.

"The Strangers' Banquet," "Broken Chains," Playing Allen and Loew's

Bill Singleton, office manager, and Ben Kauffman, sales manager of the Famous Players, have both been down with grippe, but are now back in the saddle. This exchange is releasing "The Strangers' Banquet" at the Allen, and "Broken Chains" at Loew's, Montreal.

Mgr. H. Morton Renews Lease, Monarch

Henry Morton has renewed the lease of the Monarch Theatre, Winnipeg, for another ten years. He also has the lease of the Gaiety in Winnipeg, and is making a success of both houses.

A. E. Smith Last To See Missing "Bretonia" Crew

A. E. Smith, of the Famous-Players Film Service, Ltd., recently returned from a business trip to St. Pierre, Miquelon, where he was one of the last persons to see the men of the now missing ship Bretonia.

Mgr. Henry Morton Renews Monarch Lease

Henry Morton has renewed his lease of the Monarch, Winnipeg, for five years. This is the most widely patronized children's theatre in Winnipeg.

NATIONAL BEAUTY CONTEST REPORTED CONDUCTED PARAMOUNT

THE whole city has been and still is agog over the Winter Sports Carnival, and particularly in connection with the "Queen of the Carnival," Miss Montreal. It is here that the moving picture world of Montreal has been getting in some good work. Pathe News have been sending a specially illuminated motor car up and down the city, asking for votes for their representative as Queen. Paramount Motion Picture Company have made arrangements to have the winner of the title compete in the national beauty contest which they are conducting. This contest is being held by Paramount in connection with the presentation of the film: "When Knighthood Was in Flower," which will open here at the Capitol next week. The portrait of the winner will be painted by a distinguished Canadian artist, and presented to the Prince of Wales. She will be painted

in one of the original dresses worn by Marion Davies, who stars in picture. With the visit of Pauline Garon, whose picture while sleighing and tobogganing, was shot by Pathe News, all the young ladies who are out for fame as beauties, are being and have been snapped in every imaginable winter sport here, and these films are being shown continuously at the local theatres. Since this constitutes important propaganda work in connection with the judging of the 15 contestants by the public, there is naturally a vast amount of interest taken and the theatres are reaping a considerable benefit from the extra throngs of patrons who are flocking to them. In every way, accordingly, the picture houses are getting their full share of the advertisement and cash that is flowing into Montreal as a result of the Carnival.

Quebec Censor Board May Have Woman

The ladies of the Notre Dame de Grace Women's Club have passed a resolution asking the Quebec Government to appoint at least one woman "preferably a mother" on the Board of Censors of this province. The Club, which numbers some 600 members, base their request on the statement that "the motion pictures have become a prominent factor in the lives of our young people, and that all pictures shown should be of such a character as will not tend to lower their moral standards."

"The Glorious Adventure" Much Liked At St. John

Many persons braved the recent storm at the Imperial Theatre, to view the Stuart Blackton picture, "The Glorious Adventure," which includes Lady Diana Manners, in its cast. The beauty of the coloring, the dignity of the Court scenes, and the realism of every detail was a joy to those who had read their histories or loved the beauty of English scenery. With the splendid film "To Have and To Hold," at the beginning of the week. "The Glorious Adventure" and "Lightning" to finish Manager Golding, certainly had a banner week.

"Oliver Twist" Held Over Second Week at Allen

The box-office report on Jackie Coogan in "Oliver Twist," at the Allen Downtown Theatre, Toronto, extended the engagement of this attraction for an additional week.

St. John May Have Another New Theatre

It would seem that St. John may have another theatre. Recently a Montreal architect has been gathering information from the local theatres so as to put before local investors a definite proposition.

It is proposed to build two new houses in the spring, one to be in the vicinity of Prince Edward Street, a portion of the town remote from the other theatres, another house in Fairville.

The theatres planned for Prince Edward Street would seat 1,000 persons.

Bill Bailey Waxes Enthusiastic "The Steeplechase Is Cause of It

Educational:

"Last night had the pleasure of showing one of your comedies, "The Steeplechaser"—never in all my experience as a showman have I seen people so pleased with any comedy as they were with this one. It is an absolute knockout and I honestly think one of the funniest films I ever have seen. We played Guy Bates Post in "The Masquerader," as the feature attraction, and I guess you know it was good, but when I tell you that everybody got up and cheered your comedy I certainly think that it outfeatured the feature. Hoping your releases will keep up this standard of excellence, I remain,

Bill Baillie,
'Cum-Bac Theatre.'

Keaton Begins To Make Long Feature Comedies

Buster Keaton, he of the solemn visage, is no longer a featured two-reel comedy star.

The phenomenal success of Keaton, who in the short period of two years, has risen from obscurity to the top of his profession, has signed to do five-reel features, according to an announcement made by Lou Anger, general manager of the Joseph M. Schenck Productions.

Assisting Keaton in preparing the first feature are Joe Mitchell, Thomas Gray and Clyde Bruckman, members of his scenario department and each a well known humorist, and Lou Anger, known to vaudeville lovers of six years ago as the country's leading monologists, and now one of Mr. Schenck's representatives.

The demand for Keaton comedies has been unprecedented.

Garrick, Winnipeg, Doing Larger Business Weekly

The Garrick, of Winnipeg, is doing a large business each week, there being no reduction in the crowded houses from week to week. Good programmes are given weekly, including "Making a Man," with Jack Holt; "Heroes of the Street," "Singed Wings," and "Pilgrims of the Night." A seven piece orchestra and some first class local singers add to the lustre of the programme.

Winnipeg Exhibitors Protesting Against New Tax

The theatre owners of Winnipeg are protesting against the proposed new tax which the city council is contemplating enforcing. The proposal is to do away with the license and substitute a business tax along lines paid by the merchants, which would mean that the large theatres will pay from \$2,000 to \$2,500 each where they now pay \$500.

Managers Allen and Strand Protest To City Council "Unfair Competition Claimed"

The managers of the Allen and Strand Theatres in Brandon, Man., have protested to the city council against renting the city hall auditorium to outside parties for \$10 and \$20 as "unfair competition." Parties paying such rental have made as high as \$1,000 to \$1,500 out of entertainments provided. Messrs. Semper and Christenson, managers, asked that restriction be placed on certain classes of amusements or that the rent of the auditorium be raised.

Original from

RAY LEWIS REVIEWS 'THE CHRISTIAN,' AND 'EXTRA!' 'EXTRA!' COMEDY

GOLDWYN'S production of Sir Hall Caine's world-read book, "The Christian," familiarized to the theatre public through the dramatic presentation with Viola Allen in the stellar role, has been given a faithful interpretation upon the screen.

Maurice Tourneur, who directed, endeavored to obtain a story which built up its climaxes and carried the spectator on as did the book and drama, through a building up process of climaxes, each distinctive, each interestingly thrilling.

The story deals with two characters principally, one the girl, fond of life and all its pleasures, responding to the call of youth, its impulses, its desires, and another character that of a man, swayed by the impulse of service to humanity and yet enthralled by the love he bears for the girl, who is so opposite to him in character, but who inspires him with such a raging, devotional and possessive quality of love. The girl, Gloria Quayle, appreciates the fine spirit of sacrifice John Storm, the man, possesses, and it is this quality in his character which makes her love him above all the other men who come into her life. But the call of the flesh, the quest for a full portion of life, is too much for Gloria to sacrifice, and as the loved idol of a London public, a music hall star, she gets the expression which her physical and temperamental nature desires.

John Storm, beholding the strong hold a life of frivolity has upon Gloria Quayle, endeavors to forget her by secluding himself behind the walls of a monastery, but since stone walls have never been able to shut out a love which is not outside the walls, but rules over the heart and thoughts of the lover, John Storm leaves the seclusion of the monastery to be near to the woman whose power over him is greater than his power of renunciation.

The big scene is when John Storm, convinced that the girl he loves has sold her body and soul for the tawdry baubles of life, is determined to save her soul by destroying her body. Gloria pleads with the lover who would kill her, pleads as a woman with all her charms can plead, pleads with the allurements of herself physically, pleads through the love she has for this maddened lover and through his love for her, and love conquers the reformer, love instead of killing to possess, agrees to be swayed by love and to allow this love to express itself in a manner which will give mutual happiness.

But since there is always a serpent in every Garden of Eden, the particular two-legged serpent in our story happens to be a titled personage who has an ulterior motive in providing Gloria Quayle with a theatre of her own and stardom.

John Storm has become the preacher of the streets and to enrage those who look upon him as a prophet this man of title spreads a report that Storm has foretold the end of the world. The superstitious mob gathers in Trafalgar Square to await the finish. And the world rolls on as ever, only that some of them have sold out their belongings, their homes, given up their positions, awaiting the grand finale, only to find that they are still alive and must now concern themselves with the proposition of living. Love for the prophet turns to hate and John Storm is mobbed and very nearly lays down his life, but is saved by Gloria Quayle, who, aroused by the cries of his tormentors, appears upon the scene to save the man she loves. The picture leaves John Storm in bed, so weak and bruised that he scarcely knows of the marriage ceremony which joins his love to Gloria's.

With the exception of a few minor details, such as the question, "Where were the London police while the mob gathered and mobbed John Storm? and the uncertainty of the finish—it was difficult to know whether John Storm died or recovered—the picture is an exceptionally fine one and should be an universally liked attraction.

Richard Dix as John Storm has probably given us the finest example of his screen work. He made the character most convincing and the struggle between his love for the woman and his love for devotion to humanity kept the interest of the story keyed up to a very high pitch. Mae Busch as Gloria Quayle looked the part. A newcomer, Phyllis Haver, new, in that as the nurse friend of Gloria Quayle she is playing her first important part, did some good work and shows excellent promise. Our titled villain was as smooth and polished a gentleman villain as one could wish. You would have just loved to annihilate him. Exhibitors can present "The Christian" to their patrons with expanded chest, which interpreted means that they can expand in the security of giving their patrons something in screen production which will reflect creditably upon the house which presents it.

LLOYD HAMILTON, in his latest Educational comedy, "Extra, Extra," is again seen at his best. As a newspaper photographer and reporter, utilized for his efficiency in photographing events and persons in an emergency, you can imagine how "efficient" Hamilton is. When he is not falling over his camera he is falling over his feet, or detained giving the bird a bath, rescuing forlorn maidens from the pangs of hunger, acting mother and father to his orphaned brother. What cares he, as he sits writing copy at an open window in his apartment, what havoc his typewriter of wide dimensions causes. He is engrossed in the story he is relating, yet the end of his typewriter, reaching out like a mischievous hand, knocks off the silk hat of a venerable gentleman, picks up a doughnut from a passing baker's pan, picks up an ink well and deposits the contents into the hat of a young and ardent lover. Lloyd remains oblivious, while all around him is amazement, confusion, anger, surprise. Even the explosion of a cannon cracker, which two urchins have placed upon his typewriter and from which his cigar has been removed, leaves him a blackened but undampened newspaper reporter. "Extra, Extra" is abundantly filled with all the little bits of nonsense which are so screamingly funny when seen but which defy your power to relate them. You know how funny Lloyd Hamilton can be; he fulfills your expectations in "Extra, Extra."

"More To Be Pitied," "Only a Shop Girl," Sold To Australia

Australian rights were sold recently on two of the Six Box Office Winners already completed by C. B. C. Film Sales Corporation.

According to arrangements made between C.B.C. and Australian Films Limited, these two pictures, "More to be Pitied," and "Only a Shopgirl," have been taken over by the latter company for Australian showing.

Millard Johnston, American representative for the Australian firm, was greatly enthused over both these features, and said that the original stage plays of Blaney, from which they were picturized, have had a tremendous vogue in Australia for many years past, and that people there will be greatly interested in seeing the screen versions of them.

In Canada these features are being distributed by Stephenson attractions.

Famous Players are releasing "The Christian" in nine reels, at the Grand, Toronto, Feb. 26th. It is based on the well-known novel by Sir Hall Caine.

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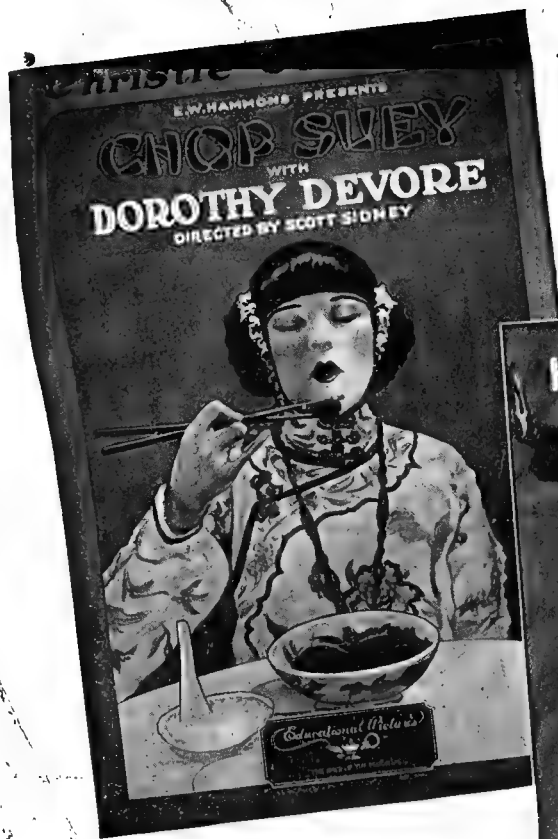
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Richard Barthelmess
Anita Stewart
Buster Keaton

*with other prominent artists and
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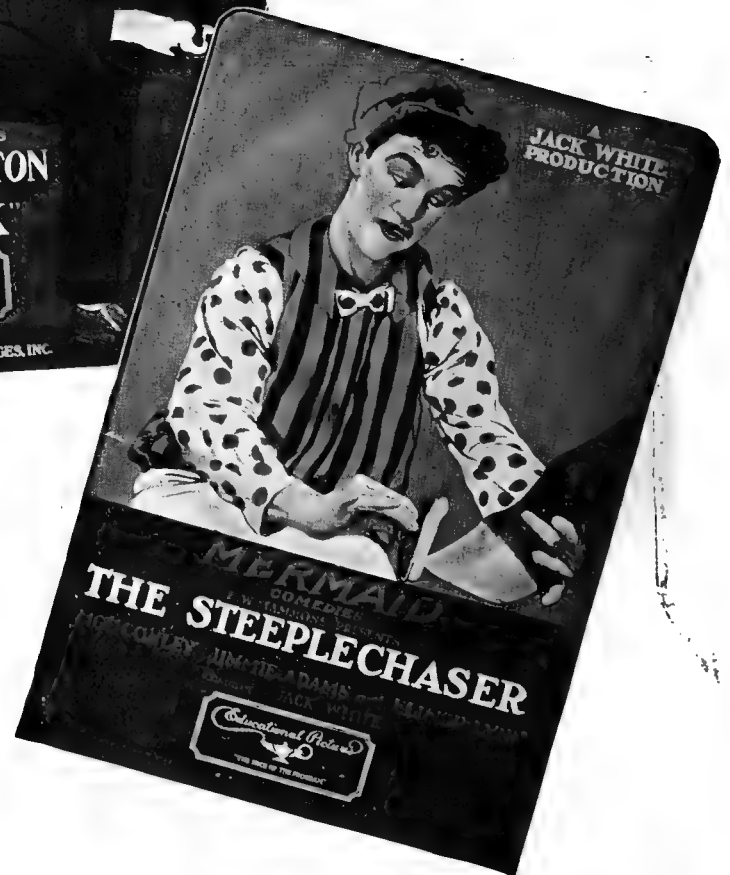
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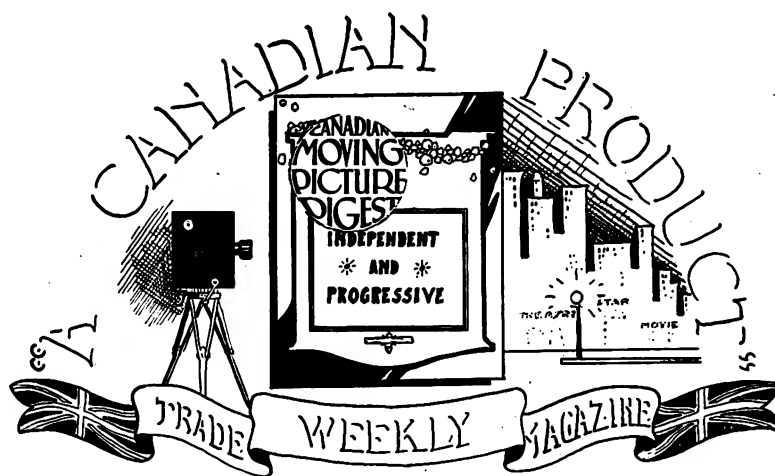
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Managing Editor

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FEBRUARY 10th, 1923

"Our Thanks to Douglas Fairbanks"

THOSE who selected Douglas Fairbanks for the Hall of Fame must have been forced to give him this position, as I am forced, after witnessing his production of "Robin Hood." To state that Allan Dwan, who directed the picture had the vision, the imagination to depict such glimpses of poetic beauty and chivalry, such intimate touches of human characteristics, such romantic and fairy-like a conception of Sherwood Forest and its merry band of gentleman robbers, may have within it the possibilities of truth, but if Douglas Fairbanks had not the imagination, the feeling and the intelligence to see Robin Hood as the author and director conceived it, we should have had a Robin Hood, probably as glittering and as massive, but without that lace-work of imagery, that glory of romance, which lifts Robin Hood out of the category of a colossal costume picture, and places it in a position where it challenges all previous pictures which have been made, with as much care and thought, for first place.

Although Fairbanks' conception of Robin Hood as we know Robin Hood, slightly differs, still those who "root" for Douglas Fairbanks and those who have always "rooted" for Robin Hood, will find enough common ground upon which they can form a mutual admiration society. Perhaps it was in Fairbanks' most knightly and serious moods, that I liked his Robin Hood best, a seriousness which was always hovering close to the border of humor, for a knight without a sense of humor would not have been very much to the liking of Richard the lion-hearted, nor would he make a very cheerful lover. In these tender, courtly and knightly revelations was revealed an intimate glimpse of the real Douglas Fairbanks.

The fact that Fairbanks can run up a tree like a squirrel, leap about like a kangaroo, and perform feats so extraordinary, that even the sceptic Darwinians begin to wonder if there may not be some truth in the Darwinian theory, may be used by Fairbanks, as Shakespeare said so understandingly, for its effect "upon the groundlings." It may be that the Fairbanks' followers would not know him without his old tricks, but aside from the boyish exhilaration which these "didoes" must give Fairbanks, I feel that his more serious efforts are more satisfying to his artistic temperament.

Fairbanks is noticeably climbing, what this young man may yet give us with his imagination, harnessed to the chariot of the sky, his Herculean strength and vitality, revitalizes the somewhat fagged and jaded senses of those who are endeavoring to keep up their faith in Moving Pictures. Another most admirable trait,

which Fairbanks disclosed, in Robin Hood is his sincere effort to present Robin Hood, not Douglas Fairbanks. Can you point to any other picture produced by a star, and in which that star is playing the leading role, which gives so much opportunity for individual work upon the part of the supporting cast? Fairbanks is possessed of that very rare virtue, an unselfishness toward his fellow-players. This is not the common attitude of artistic people toward each other, but I have found that in that realm which interpenetrates the domain of genius, that plane where there is a real and not a camouflaged ability, there is that spirit of fair play and generosity between artists. The great can afford to be generous, Fairbanks has been most generous and therefore takes his place among the great.

Take the children to see "Robin Hood," they will applaud, cheer, shout and be as merry as were the grown-ups at Shea's Hippodrome, Toronto, where Robin Hood was presented. And when they get a glimpse of Sherwood Forest, and watch its rollicking archers tumbling, rolling, miraculously appearing, from shrub, tree, stump, wood, falling from the sky as it were, and like a vast army of little gnomes, elves, goblins, leaping up everywhere, they will think that they have been permitted a glimpse of Fairyland.

The sets were so massive that all our adjectives to describe them fail, while the investiture, the dressing of these sets, the royal magnificence, the pageantry betokened, not an effort used to spend money so as to suggest splendour, but an effort to create an atmosphere of royal magnificence unequalled on the stage or screen.

As to the individual work of the players, those who have seen Lyn Harding's classic impersonation of Henry VIII, will again revel and find much joy in another classic impersonation; Wallace Berry as Richard, Coeur de Lion. What a king: I smack my lips, still imbued with his interpretation. The king of the beasts, the lion, humanized by all the refining human attributes which make strong men glorious, and still lion enough to glory in his strength, in an appetite which growled over the leg of a fowl as a lion might growl feasting upon the well-covered leg of a human. The Friar, Scarlett, Alan-A-Dale, Little John, Robin Hood's squire were all such well-drawn characterizations that we regret our limited means of expression with which to give them praise. Enid Bennett made a most beautiful and charming Lady Fitzwalter, beloved of Robin Hood. Our thanks to Douglas Fairbanks for Robin Hood.

What a production!!!

—RAY LEWIS.

PICTURE DISTRIBUTING ASSOC. HAVE SENT FOLLOWING CIRCULAR GOVERNING C.O.D. FILMS

TO THE EXHIBITORS OF
CANADA
Toronto, Jan. 22, 1923.

Gentlemen:

Several of our members have recently suffered serious losses owing to the non-enforcement of the terms of payment provided in all contracts for rental of films.

It is quite apparent that losses in the handling of films and collecting of accounts means a higher rental to exhibitors and unsatisfactory conditions to the trade generally. It has, therefore, been the desire of all those connected with the industry to see it put on a foundation which would safeguard the interests of those who have a real investment stake in theatres and exchanges.

After a careful investigation the members of this Association have decided that the interests of both exhibitors and exchanges would be safeguarded by the adoption of a general rule that:—

"Hereafter all films and advertising accessories should be forwarded C.O.D. to the exhibitors unless cash or cheque covering the full rental of the same has been actually received before the shipment leaves the office."

This is merely a restatement of the terms now embodied in all contracts. It is believed that the observance of the foregoing practice will eliminate unprofitable business and help to keep the theatres on a sound foundation. We are requested by the following firms to notify you that they will observe this rule on all shipments of ad-

vertising accessories and films to play on and after February 12, 1923, at all their branches in the Dominion of Canada:—

Associated First National Pictures.
Canadian Educational Films, Ltd.
Canadian Exhibitors' Exchange, Ltd.

Canadian Universal Film Co., Ltd.
Famous-Lasky Film Service Ltd.
Famous Players Film Service Ltd.
Fox Film Corporation Limited.
W. W. Hodkinson Corporation.
Regal Films Limited.
Ernest Shipman Productions.
United Artists Corporation.
Vitagraph, Inc.

The above exchanges assure you that their only object is to improve conditions, to eliminate waste effort, and to give the exhibitor whose business is properly financed that advantage to which he is entitled.

Signed on behalf of the Association,
ARTHUR COHEN, President.

JOHN A. COOPER, Secretary.

In response to the above C.O.D. ruling, Mgr. Macadam, of the Casino, Halifax, replied stating that the C.O.D. ruling took away from exhibitors their very defence in case of film arriving in poor condition, in case of non-arrival of films, occasioning a dark house. Mgr. Frank Shepherd, Majestic Theatre, Biggars, Sask., replied, stating that since his cheque is always sent on in advance of the arrival of the film the order does not effect him. Let us have your opinion exhibitors, on this ruling.—Ed.

Opero House, Gleichen, Destroyed By Fire

The Opera House at Gleichen, Alta., where pictures were shown from time to time, was one of the buildings destroyed in a \$100,000 fire which swept the town the night of Sunday, Feb. 4.

"Dog Sense" Educational Cameo For Two Weeks

"Dog Sense," Educational-Cameo comedy, was booked at the Rivoli Theatre, New York, for two weeks, starting February 4. "High Power," an Educational Mermaid comedy, continues at the Criterion.

NOMINEE OF IMPERIAL THEATRE, ST. JOHN, SELECTED "MISS CANADA"

THE one topic in the city of St. John, recently was the election of Miss Winifred C. Blair, the nominee of the Imperial Theatre, as "Miss St. John." Miss Blair was the choice of the judges and their decision has met with every general approval. Mrs. W. H. Golding, wife of the manager of the Imperial Theatre, accompanied Miss Blair to Montreal, to take part

in the contest for the proud title of "Miss Canada," Mrs. Golding acting as the official chaperone.

Owing to Miss Blair's being the nominee of the Imperial Theatre, St. John, whose manager, Mr. Walter H. Golding, is so deservedly popular, much attention was showered on Miss Blair by the managers of theatres in Montreal.

Mgr. M. Stewart Continues To Draw Big Business, Allen

Miller M. Stewart, manager of the Allen, Winnipeg, continues to draw crowds to the house by the worthiness of his programmes. Louis Benjamin, psychic, of Toronto, filled in the week of January, and Cameron McLean, Scotch singer, was heard the week of February 5. Besides grand opera nights attract crowds, also symphonic concert night, and the Childrens' Hour on Saturday afternoons.

Among recent pictures which have drawn large business at the Allen are "Brothers Under the Skin," "Love Is An Awful Thing," "The Dangerous Age," (very big), "Oliver Twist," with Jackie Coogan. "The Hottentot" is coming soon.

Christie Obligated To Take Own Hula Hula Girls For "Hula Honeymoon"

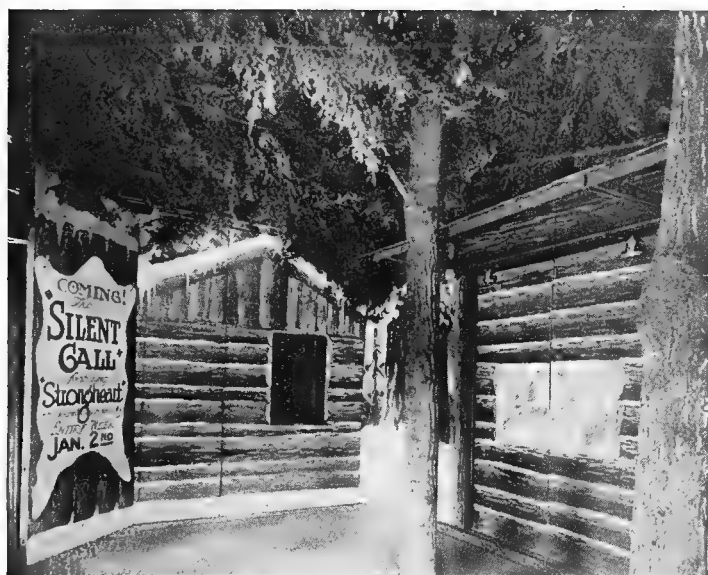
Al Christie had to take his own Hula-Hula dancers to Honolulu when he filmed "A Hula Honeymoon," the Educational Christie comedy which he has just finished, because as the Chamber of Commerce of Honolulu will inform you, "In Honolulu there ain't no such animal"—at least not to brag about.

Christie took his company of comedy players to Honolulu to secure the proper atmosphere and backgrounds the comedy demanded, but he also took along Lucille King and Olive Leeds to make the dancing scenes. Their grass skirts were made in Los Angeles and their fancy steps were never learned on the beach at Waikiki.

Honolulu is a thriving business centre with modern methods and modern buildings, and doesn't want to be known for the Hula Dance, as Christie was informed with some heat by the business men of that city. Home pie than poi is served in the restaurants, and "Aloha Oe" has given way to "So Long, Bill." However, says Christie, all America thinks of Hula girls when thinking of Honolulu.

M. J. Healy Attends Father's Funeral, Toronto, Owner of Sask. Theatre

M. J. Healy, owner of the Swift Current, Sask., Theatre, was in Winnipeg February 2 on the way to Toronto to attend the funeral of his father, who had dropped dead the previous day while about to start on a visit to his son. Mr. Healy is a former treasurer of the Lyceum Theatre in Winnipeg, associated with K. M. Leach, now of Calgary.



This lobby display
and billing on
"The Silent Call"
will do for
"Strongheart"
in
"Brawn of the North"



Do You Want a Free Ticket to See "Strongheart?"

Do you want a free ticket to see "Strongheart," the most wonderful dog in pictures? All you have to do, boys and girls, is to make, after looking at the above picture, a drawing of "Strongheart."

For the best drawing, Mr. A. G. Stolte of the Des Moines theater will pay you **TWENTY-FIVE DOLLARS!**

For the second-best, he will pay **TEN DOLLARS!**

For the third best, **FIVE DOLLARS!**

And to **EVERY CHILD WHO SENDS IN A DRAWING** a free ticket to see "Strongheart" in "The Silent Call" will be given.

ALL YOU HAVE TO DO IS SEND IN A DRAWING OF "STRONGHEART" and send it to The Evening Tribune.

Address it to: "Strongheart," care The Evening Tribune.

And send it **RIGHT AWAY!**

The contest closes **Tuesday, Jan. 10!**

Judges will be announced later.

The contest is open only to boys and girls 14 years old or younger. No one over 14 may compete.

Dog Movie Actor Nabs Cattle Rustler

Draw Picture and Receive a Free Ticket to See Thrilling Movie

Here boys and girls, is the most wonderful dog you ever saw.

He is Strongheart, Belgian police dog.

He has just been starred in a big picture called "The Silent Call" in which he performs some marvellous stunts as "Flash" is dog whose master was a grey wolf.

He was just seen to speak when the sheriff accused him of killing a girl. He fairly talks, trying to explain why.

But the sheriff says he has quibbled the law on the "maggie" he must die.

The newspapermen all pined to ask for the dog's life, but the sheriff refused to listen.

It seems as if "Flash" understands, however, for before the gun goes off he has leaped out the window and is off to the mountain peak—chattering the call of the wolf in his throat.

There is a despicable old cattle rustler who hates "Flash" and who blows up the dogs house in the rocks killing his little family.

After this brave deed, "Flash" goes back to his master and he is just in time to save his master's sweetheart from the cattle rustler.

There is a fight—Oh WHAT a fight!

"Flash" leaps into the air, catches the rustler by the neck and breaks away again and, biting, tearing, he drives rustler to the very brink of death and knocks him off.

dog in action!



"Strongheart"
of
"The Silent
Call"
in
"Brawn
of
the North"

"You can't go wrong
with
"Strongheart""



STRONGHEART

The Star who never disappoints, in

"BRAVN OF THE NORTH"

An Epic of the snow country, of a dog's struggle between the primitive call of the wild and his devotion to a woman

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Original from

A First National Picture



Book It! Advertise It!

A Strongheart Novelty Picture

Never fails to get the money! Folks are sick of the same old thing. Give them something new and different. But let the public know you have got a novelty. Advertise it!

PRAISE FROM THE PRESS FROM COAST TO COAST!

"So human it seems he could speak, Strongheart, the canine star of the screen, is winning new friends in 'Brawn of the North.'"—*Los Angeles Herald*.

"'Brawn of the North' is a dynamic story. Strongheart is uncanny. The story is most unusual, thrilling and tense."—*San Francisco Call and Post*.

"The appeal of Strongheart was attested when men, women and children disregarded the bad weather to see 'Brawn of the North.'"—*Milwaukee Sentinel*.

"Strongheart has a role that calls for much daring, no little cunning and that sense of humor he so obviously possesses. The

photography is extremely beautiful."—*Baltimore Sun*.

"I doubt if Rodolf Valentino has a larger or more admiring following than Strongheart."—*Mae Tinee in Chicago Tribune*.

"For thrills, melodramatic and emotional, there has not been a picture in years that can compare with 'Brawn of the North.'"—*Niagara Falls Gazette*.

"As for Strongheart—well, we adore that dog."—*Omaha Bee*.

"The ability of Strongheart to register facial expression covering a variety of moods is one of the wonders of 'Brawn of the North.'"—*Detroit News*.

EXHIBITORS' OWN REPORTS TO THE TRADE PAPERS

"This is bigger and better than 'The Silent Call.' Oh! Boy! if producers would get hep and get us more like this. Book it and bill h—l out of it."—*C. R. Sullivan, Fair Theatre, Amarillo, Tex.*

"Features Strongheart. It's a bear of a drawing card. Sure-fire box-office attraction."—*Robert Marsden, Jr., Noble Theatre, Marshfield, Ore.*

"A very pleasing drama with a good story. Will please any audience."—*Ralph D. Kinrade, Merimac Theatre, West Bend, Wis.*

"Better than 'The Silent Call.' Good business on both pictures."—*Harry Holland, Bishop Theatre, Bishop, Calif.*

"Will draw and please."—*R. C. Williams, Majestic Theatre, Streator, Ill.*

"If there ever was a show that should make money, and satisfy your patrons, this is it."—*W. Ray Erne, Rialto Theatre, Charlotte, Mich.*

"Pleased them all."—*W. McNamara, Rex Theatre, Virden, Ill.*

"Broke all summer and winter records with this. Patrons demanded return showing. Passed records for 'The Kid,' 'Three Musketeers,' etc. It's a world beater."—*George T. Fowler, Proprietor, Lux Theatre, Banff.*

Laurence Trimble and Jane Murfin present
the wonder dog of "THE SILENT CALL" in

"BRAUN OF THE NORTH"

A Laurence Trimble-
Jane Murfin Production

with

Irene Rich and Lee Shumway

Photographed by
C. B. Dreyer



A First National Picture

Original from
NEW YORK PUBLIC LIBRARY

STARTLING EXPLOITATION INTRODUCED "THE MESSAGE OF EMILE COUE," DAY BY DAY MORE PUBLICITY

PUBLICITY worth many millions of dollars has been accorded M. Emile Coue, the eminent disciple of auto-suggestion, and this will all add to the great box office value of his motion picture, "The Message of Emile Coue," said E. W. Hammons, president of Educational Film Exchanges, Inc., in discussing this Short Subject Special, which is now almost ready for release by Educational.

"Ever since the arrival of M. Coue in America," said Mr. Hammons, "his name has been on the front pages of the largest of metropolitan newspapers as well as the small dailies and weeklies throughout the country. Thousands of columns of space have been devoted to the man and his methods. Newspaper reporters have accompanied him on his lecture tours and his every action is recorded on the pages of the press.

"Thousands have attended his lectures and clinics. The almost miraculous cures witnessed at his clinics have been the subject of newspaper comment from coast to coast, and his magic phrase, 'Day by day, in every way, I am getting better and better,' is being repeated everywhere.

"The million mark is passed on the edition of his books, which are published by no less than five large publishing houses in the United States.

"Crowds stormed the doors of the lecture halls in New York, Washington, Cleveland and Philadelphia. At Washington, the Washington Post broadcast by radio his lecture, and according to the figures published by the 'Post,' no less than 150,000 listeners heard and enjoyed the lecture.

"In addition to this publicity already accorded M. Coue, Educational is starting one of the most comprehensive exploitation campaigns ever conceived on a two-reel subject, for the picture in which he will give his

message of hope to millions throughout the United States and Canada."

An extra size press book carries many suggestions to exhibitors for exploiting this picture in the street, lobby and through the mails. For newspaper advertising one, two and three-column publicity and advertising cuts and mats will be available to the exhibitor, as well as prepared advance feature publicity material for use in newspapers; including one and two-column cuts and mats.

In accordance with Educational's recently announced policy, mats for these publicity and advertising cuts will be furnished free.

In addition to the regular line of paper ordinarily issued on a two-reel subject Educational is preparing a a twenty-four sheet in colors. This is thought to be the first time that a twenty-four sheet has ever been issued on a two-reel picture.

Mr. O. Hanson, general manager of Educational for Canada, has booked "The Message of Emile Coue" in all key cities Paramount Theatres.

One hundred and fifty 24-sheet stands will be used by Paramount Theatres in addition to other billing.

**Manitoba Censor Board
Condemn "Kick In"**

"Kick In" Paramount picture, has been condemned by the Manitoba Censor Board.

"Tess of The Storm Country" Has Extensive Exploitation

That exhibitors in middle-western cities realize the value of real exploitation in connection with a picture of the magnitude and wide public appeal of Mary Pickford's new and personal production of "Tess of The Storm Country," a United Artists Corporation release, is shown by the campaigns put on in various cities from the size of Chicago down to such smaller cities as Rockford, Ill.

In Chicago, Detroit, St. Paul, Minneapolis and Duluth, extensive advance and during run campaigns were put on, and splendid box-office results were obtained in every instance.

In Chicago, "Tess of The Storm Country" was booked for an extended run by the Balaban and Katz organization at the Roosevelt Theatre. Here the management used a handsomely painted set of lobby panels for a week in advance, and announcing the coming feature on the marquee. There also were advance screen announcements.

During the run a panoramic painting of a scene from the picture was installed over the whole theatre front. Big advance publicity was gained by a picture of Miss Pickford signing a contract with Belaban and Katz for the first run in Chicago, of "Tess of the Storm Country." There was an exceptional advertising campaign, the biggest space being carried on Sunday, Monday and Tuesday.

The Roosevelt management also put out a set of three cut-outs specially copied from black and white stills as a special attention attractors on the marquee. "Tess of the Storm Country" opened Toronto engagement at Shea's Hippodrome. The management of this theatre introducing this picture to their public in a dignified and convincing manner which got results.

Imperial Theatre Orchestra Featured in Advertising

The Imperial Theatre orchestra, St. John, N.B., plays only during the feature film. This orchestra does not appear for the first reel of news films, the music being supplied by the pianist. The Imperial Theatre orchestra is recognized as one of the best theatre orchestras in Eastern Canada. Most of the players have been in association for many years. A. E. Jones, clarinetist, is the leader. W. W. Swornsburne, of Boston, was a former leader. The theatre uses the orchestra as an attraction, naming it in the advertising usually.

NEW \$60,000 THEATRE OPENS ST. JAMES SUBURB, WINNIPEG

THE new \$60,000 theatre in the St. James suburb of Winnipeg, at the corner of Parkview and Portage avenue, was opened on Feb. 1, by the local syndicate of Winnipeg business men, headed by Mr. Caplin, and was

largely attended. Reeve Stone, of St. James, made the dedication address and the production shown was "The Storm." This theatre is a duplicate of the Garrick Theatre, Winnipeg, only about one-third smaller. An organ will be installed.

PROVISIONS FOR FEDERAL LAW REGULATING USE MOVING PICTURE FILM PRESENTED AT OTTAWA

PROVISIONS for a Federal law to regulate the use of both nitro-cellulose and acetate-cellulose moving picture films throughout Canada were presented at Ottawa, the Capital of the Dominion, on February 9th, by George F. Lewis, of Toronto, Deputy Fire Marshall, of the Ontario Provincial Government, in connection with the holding of the annual convention of the Dominion Fire Prevention Association in the Chateau Laurier. The proposed legislation will have far-reaching effect and may revolutionize the whole moving picture business in that the terms of the law provide important preferences for the use of acetate-cellulose or "safety" film as against the nitro-cellulose stock. Recommendations call for a system of licensing all manufacturers, distribution and use of the nitro moving picture film, this feature not being applied to the acetate-cellulose film in any form. It is stipulated that "inflammable" films are to be manufactured only in one width, 1,375 inches, and only with perforations spaced 5.4 to the inch. Permission will be given for the manufacture of acetate-cellulose film in any width and with any perforations, the ultimate intention being to have all "safety" film of a width different to the nitro-cellulose standard. This would prevent the interchange of the two types of moving picture film in the one projector.

The outline of the new Canadian law makes it an offence to manufacture, distribute or use nitro-cellulose films except under the license system and except in buildings, theatres and halls approved and licensed. Operators handling nitro-cellulose films are also to be licensed as well as all projectors for such film. Nitro-cellulose film cannot be screened in private or in public except when the projection machine is installed in an approved fireproof standard booth ventilated to the outside air. Provision is also made for the shipping cases for nitro-cellulose prints, these to be of special metal type and painted with distinctive colors and striping along with special printed warnings thereon.

None of these stipulations applies to acetate-cellulose films, but it will be necessary to print the words "Safety Film" at the commencement of every reel of the safety stock and the word "safety" is to be imprinted along both edges at frequent intervals. Special vaults for the storage of "inflam-

mable" films are also prescribed. Heavy penalties are prescribed for the violation of any of these provisions.

The proposed legislation is to be carefully scrutinized by a qualified committee of three persons before it is to be placed before the Dominion Parliament.

A great deal of the time of the convention was devoted to the consideration of the so-called "Motion Picture Film Hazard." It was pointed out by Mr. Lewis and others that it was not the projection machine, as now produced, which constituted the menace, but the film which was used in it. There were many frame buildings and public structures in which moving pictures are now being shown, privately and in public, where conditions were unsafe. The idea of the legislation was to protect the public, and it was felt that the general public did not realize the danger in the use of nitro-cellulose film. Not one person had been killed in a theatre in Canada through a film explosion, but this might be regarded as good fortune.

Statistics were presented showing picture industry in the United States and also indicating the grave need for caution in preparing revolutionary legislation affecting the industry. It would be some little time before this could be enacted thoroughly. In Canada there were 900 moving picture theatres representing an investment of \$30,000,000. There were also 30 moving picture exchanges having an investment of \$750,000.

Prominent technical men of the moving picture industry attended the convention. One was Frederick H. Elliott, of New York, former executive secretary of the National Association of the Moving Picture Industry, of which William A. Brady was president. He is now representing the Feaster Mfg. Co., New York, makers of the Feaster Film Rewinder, a model of which was shown at Ottawa. Another official present was F. W. Lovejoy, vice-president of the Eastman Kodak Company, who brought along a Kodascope, a miniature projector using a miniature film. Another was Charles A. Dentelbeck, president of the Canadian Theatre Supply Company, Toronto, Simplex distributors. Mr. Dentelbeck is the technical supervisor of all theatres of the Famous Players Canadian Corporation, and has been president of the Toronto Local 173, Moving Picture Operators, for seven years.

Exhibitors! Your Report on Pictures Please!

**Mgr. A. Clark,
Strand Theatre, Ill**

Maritime Province exchange men and exhibitors will regret to learn of the illness of A. Clark, of the Strand Theatre, Kentville. His child is also sick, and much sympathy is felt for him in his trouble.

**"The Man Who Played God"
Had Big Success**

W. L. Sherry, of Distinctive Pictures Corporation, has been in Montreal looking over the ground in connection with George Arliss picture productions. The latest of these, "The Man Who Played God," had a big success in that city.

**Winnipeg Theatres Worried
20 Per Cent. Gross Revenue
Paid in Taxes**

In order to get a greater revenue from the theatres the city council of Winnipeg now proposes to impose a seating tax on all theatres. It was proposed to extend the business tax to the theatres but the protest of the theatre managers blocked that move. Twenty per cent. of the gross revenue of the theatres in Winnipeg now goes out in taxes of one kind and another.

**Imperial, Halifax, Reported
To Be Closed**

It is understood that the Imperial Theatre, Halifax, is closed at present. Business in Halifax has not been of the best recently, so it is reported.

Motion Picture Machine Operator wants position. Best of references. Non-union. Apply Mr. George Brown, Jarratt, Ont.

**Exhibitors in Winnipeg,
Think \$5,000 Too High
For Exceptional Feature**

Film exchanges in Winnipeg are said to be asking \$5,000 each for "Robin Hood," "One Exciting Night" and "When Knighthood Was In Flower," one week's run. The consensus of opinion is that these figures are too high under present conditions in Winnipeg.

FRANCO-CANADIAN INDUSTRIAL FILM NEW OFFICES ALBEE, MONTREAL

ANOTHER new film company is starting up in the Albee Building, Montreal. This is the Franco-Canadian Industrial Film Company (producers of Industrial and Educational Films). All productions are under the personal direction of J. Harrison Edwards, author and direc-

tor of "Square Joe," "The Fighting Kentuckians," "Love Wins," and "Six Episodes of the Hidden Hand." It is understood Mr. Edwards will be handling some special pictures of industrial concerns in Montreal and Quebec Province.

DIVIDENDS AND AMUSEMENT TAX SPELL A HEALTHY CANADA

HON. PETER SMITH detailed as follows the returns which the Amusement Tax had yielded in Toronto, Hamilton, Windsor and Ottawa during the years 1920, 1921 and 1922: Toronto, \$602,749 in 1920; \$630,333 in 1921; \$599,743 in 1922; Ottawa, \$67,245 in 1920; \$70,288 in 1921; \$75,125 in 1922; Hamilton, \$125,919 in 1920; \$127,393 in 1921; \$112,724 in 1922; Windsor, \$22,354 in 1920; \$20,472 in 1921, and \$17,572 in 1922.

Incidentally the earnings of the Famous-Players Canadian Corp., for quarter ending November 25th, 1922, was \$175,748, an increase of 85 per cent. over the same period of 1921. This increase, however, is not net, no allowance in this report being made for depreciation and taxes. However, the directors have declared a 2 per cent. dividend on First Preferred, payable March 1st.

'MIGHTY LAK' A ROSE' GIVEN PREMIER SCREENING

ON Friday night at the Crown Toronto, an invited audience sat down to witness the first screening in this district of First National's first offspring, for it marked the introduction of First National as a producing organization.

It has been introduced as a successor to "Humoresque," "Over The Hill" and "The Miracle Man," and the introduction is not only fitting, but they have been quite modest in making that announcement.

It was the consensus of opinion of all who saw the picture that it is truly "a drama of the heart strings of humanity," and that if First National as a producing unit lives up to the standard they have set in their first effort, they are to be seriously reckoned with as a competitor of the greatest in the industry.

Edwin Carewe is responsible for the wonderful direction of a great story and it is interesting to note that James Rennie, a Toronto boy, has one of the principal roles.

"One of a Thousand Laughs" In Ince's "The Hottentot"

Many movie stars have "leaped" into fame but Douglas MacLean, who appears with Madge Bellamy in Thomas H. Ince's comedy drama special, "The Hottentot," released by Associated First National, claims he is the first to "somersault" into headlines.

MacLean pulls a comedy stunt, said to be one of the most novel ever screened, in Ince's screen version of the stage play in which Willie Collier scored such a success. Riding on the running board of an auto which hits a deep rut he is somersaulted into the air and descends on the back of a riderless horse which is galloping madly alongside the car. The first horse used during the filming of this stunt, became so excited as it raced the car that it crashed into the auto and broke a leg. The stunt went off successfully with the second horse. It is described as "one of a thousand laughs" that have been included in Ince's big comedy special.



The Literary Digest
PRESENTS

FUN from the PRESS

Distributed by W. W. Hodkinson Corporation

FOR SALE—Motion Picture Outfit, consisting of Powers A Projector, rheostat, switches, reels, screen, two sets of scenery and curtains, etc. Price \$350.00. W. J. Bierschbach, Box 72, Waterloo, Ont.

Satan's Paradise
Canada's First

CANADIAN DISTRIBUTORS OF—

Motigraph Projectors

Superlite Gold Fibre Screens

Rexolux Motor-Generators

Cinephor Lenses

Automatic Ticket Registers

Fulco Theatre Specialties

**EVERYTHING
FOR
THE
THEATRE**

AN AUTOMATIC TICKET REGISTER

is invaluable for the ticket office. It issues tickets accurately, faster than can possibly be accomplished by hand, and leaves the cashier free to make change. It positively records every ticket issued and at the close of business gives an instant record of the business done. Being entirely locked under one key, it is thief proof, temper proof and fool proof.

You owe it to yourself to protect your income by installing an Automatic Ticket Register.

Did you get your copy of our 1923 catalog? A post card brings one!

**PROMPT AND
EFFICIENT
SERVICE**

THE COLEMAN ELECTRIC CO.

21 DUNDAS ST. EAST, TORONTO, ONT.

"COURTESY with SERVICE"

Hermant Bldg.

Main 3890

Exhibitors Take Notice

There will be an Important Meeting of Exhibitors

KING EDWARD HOTEL

Tuesday February 20th, 2.30 p.m.

PLEASE BE PROMPT AND ATTEND
Business of Greatest Importance Concerning You

Your Town Is Not Too Small For Big Pictures

The fact that your Theatre may be in a small town is no reason for your not showing the best and biggest motion pictures. This is particularly true when the BEST and the BIGGEST give you a better break against your overhead by bringing increased business to your theatre, and in addition add prestige to your house and help build up a new patronage

Make your theatre the home of entertainment for the people of your territory—for the Family. Give them the BEST. Then they will come back again and again. And they'll bring others.

You Don't Have to Gamble

You're not taking chances. The people you want to please are the same as those millions who call Mary Pickford "America's Sweetheart"—the millions who know her as the supreme artiste of the screen. Be one of the thousands of exhibitors who are increasing their business with

MARY PICKFORD'S

"Little Lord Fauntleroy" *"Through the Back Door"*
"The Love Light" *"Pollyanna"* *"Suds"*

And NOW her BRAND NEW ten-reel production of

"Tess of the Storm Country"

UNITED ARTISTS CORPORATION

MARY PICKFORD, CHARLIE CHAPLIN, DOUGLAS FAIRBANKS, D. W. GRIFFITH
Hiram Abrams, President

I. SOURKES, Sales Manager
12 Major St.—Tel. Plateau 2877
MONTREAL, CANADA

B. F. LYON, Sales Manager
6 Dundas St. W.—Tel. Ad. 2221
TORONTO, CANADA

R. C. WILSON, Sales Manager
219a Phoenix Block—Tel. Main 8593
WINNIPEG, CANADA



Omar says:

It took Tully six months to bring me from Persia's golden age of a thousand years ago—it will take your patrons a lifetime to forget its resplendent glories, thrilling action, its pathos and unadulterated romance.

RICHARD WALTON TULLY

Presents

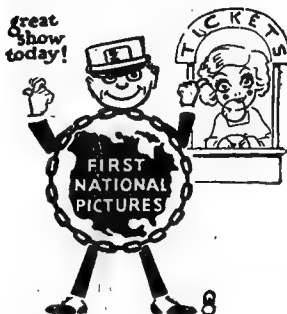
GUY BATES POST

In the Famous Love-Play

“Omar *the* Tentmaker”

Search the Arabian Nights from end to end and you will find nothing half so absorbing and thrilling as this enthralling love-tale of Omar, the Poet, and the fair Shireen who was snatched away from him to enter the Shah's harem—and all the years of exciting adventure that followed for them both.

Another First National Picture that will stamp your Theatre as the leader in your district.



And the best Theatre in every district will show it—the better the theatre, the earlier the run.

Every Day in Every Way First National Grows Bigger and Better

CANADIAN MOVING PICTURE DIGEST



Frank Borzage, the man who made
"Humoresque"; Richard Walton Tully,
Edwin Carewe and Frank Lloyd of
"Madame X" fame have started pro-
ducing for First National.

Why shouldn't you show the Trademark?

TORONTO, CANADA,
FEBRUARY 17th, 1923

Christie Comedies

Can Always Be
Counted on to Please the
WHOLE FAMILY
in
**ANY THEATRE
ANYWHERE**



"IN DUTCH"

and Other Recent CHRISTIE COMEDIES Have Won Unusual Praise
From Newspapers Everywhere

JAMES W. DEAN,
writing for hundreds of newspapers
through the Newspaper Enterprise Asso-
ciation Service, says:

"If ever a fellow were initiated into a high school
or college frat, or if ever a girl wore a frat pin, they
ought to see 'In Dutch'. This Christie Comedy is
just about as ludicrous as any that has been made."

New York Morning Telegraph—"There are lots of
funny things in the comedy ('Ocean Swells').
It is thoroughly enjoyable."

Cleveland Plain Dealer—"('Let 'Er Run')". "Eighteen
months ago a feature picture with a race such
as this would have placarded the town."

Chicago Tribune—"('Pardon My Glove' is a funny
that made me laugh... lots of action and funny
subtitles."

Fort Worth Telegram—"('That Son of a Sheik')". "It
is a knockout."

Now Releasing

The Greatest Message of the Age

**"The Message
of Emile Coue"**



**NATIONALLY
ADVERTISED
to YOUR Patrons**

Canadian Educational Films Limited Toronto Montreal St. John
Winnipeg Calgary Vancouver
NEW YORK PUBLIC LIBRARY

"CANADA'S FIRSTBORN"

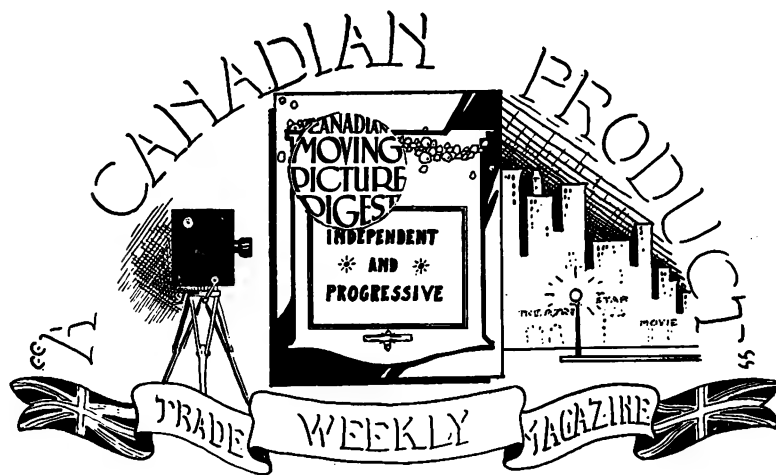
The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

Subscription \$2.00

United States \$3.00

Foreign \$3.50



The
**CANADIAN MOVING
PICTURE DIGEST**

Published Weekly by

**The Dominion Embossing
and Printing Company**

27 JARVIS STREET,

TORONTO

A. LEWIS

Business Manager

VOL. 14, No. 43

TORONTO, CANADA

FEBRUARY 17th, 1923

"Have a Heart"

THE new order, regarding the ruling governing "exploitation" of pictures, which necessitates the submitting of all advertising material, newspaper and otherwise, to a Censor Board, before it can be given to the public appears to be a further tightening of the belt, in which the Canadian Moving Picture Industry is belted. A proposition of this kind must prove most irksome and difficult for Exchanges and exhibitors. A good deal of the advertising outlay, suggestions for advertising pictures, exploitation accessories are taken care of by the head offices of the various producing units, or through the head offices of their Exchanges. Most of the organizations in Canada, have their Head Offices in the United States.

It expedites matters for the Exchange in Canada to follow the exploitation and advertising ideas which are placed at their disposal by their Head Office. If all this material must be submitted to the Censor Board before it can be utilized, it looks as if the Censor Board will be obliged to have an augmented staff to read all the material which is placed before them; and that all the Exchanges and exhibitors will be obliged to wait to advertise their attractions when the Censor Board has had time to read the particular advertising material. Such a situation seems about as beneficial to the business of presenting Moving Pictures as a bull in a china closet would prove beneficial to the china. Aside from the tedious delays, the wearisome nuisance of such a ruling, and the expense involved in changing printed matter, if censored, the introduction of such a ruling indicates a prejudicial attitude toward the Canadian Moving Picture Industry.

No other enterprise is obliged to place their advertising material before a Board of Censors, before, or even after they make such material public. Why should an Industry which nets such a handsome revenue to our country be made the victim of such a drastic measure? The line of what is considered advertising and exploitation would have to be finely drawn. Most stories regarding players and authors, directors, accessories are published as part of the advertising publicity of a picture. The Censor Board would be obliged to analyze what is "news" and what is "exploitation." It looks like a healthy job.

Of course the world should be made made "fool-proof," and Censor Boards are concerned with "fool-proof" issues. But some people like to make a fool of themselves, and it is good for some people to make a fool of themselves, it is the only method by which they can be taught what is foolish. Besides, if everybody in

the world was good and pure, if there was nothing that was in need of censoring or saving, the Censor Board would lose its vocation, and the spirit of redemption would die out for lack of someone to redeem. This is no argument toward the necessity of conditions which are degrading. But drastic reformation is like amputation, you may live through the operation, but you never look the same. How can you regulate the interpretation which various people, of various temperament, place upon what they read?

Some people are of the opinion that "The Songs of Solomon" are the finest examples of sensuous love-letters that literature has given us. The compilers of the Bible deemed them ecstatic emanations of An Adoration of 'The Most High.' "Thy breasts are like twin heifers," needs a far stretch of the imagination to make it a religious expression. "Thy mouth is like a scarlet thread," and all the verses ecstatically comparing "limbs" and "thighs" and "tongue" might not be considered "fool-proof." But eliminate a line of these Sonnets and you would invoke the wrath of the most orthodox dispensers of the Holy Gospel, the Rabbis of Judaism and all their millions of followers. We won't touch upon Job and his daughters. The fact that the story is not "fool-proof" does not appear to have had any detrimental effect upon any other Job and his daughters, despite the thousands of years the youth of the world has had an opportunity to read it.

When we grow to such a state of sanctity that we eliminate the essence which imagination brings to bear upon the truth, we shall become as flat and interesting as a pancake. Our Midway at the Toronto Exhibition, which nets such a nice, fat sum will have to come under the Censor Board's more careful attention in regard to advertising. Of the dozen Midway Shows I entered, not one carried out the billing which they presented to the public. Downright fraud, if you wish to be particular, but being much more amused, you laugh at yourself for being such a gander, or a goose, as to expect the "impossible." Apart from the fraudulent angle, the exploitation of imbeciles, degenerates, dwarfed human beings is not only cruel to those exploited, but educates the people in cruelty by catering to their morbid tendencies.

If an Industry was daily becoming more menacing to the interests of the public, if it had not more than 100 per cent. improved its beginning, drastic rulings would be quite in order, but under the circumstances, O Censor Board, "have a heart."

—RAY LEWIS.

The Critics Have All Agreed That "The FLIRT"

IS ONE OF THE BEST PICTURES
RELEASED THIS YEAR

**These Theatres also think so and have
Booked "The FLIRT"**

Allen Theatre Circuit, Toronto

" " Montreal

" " Regina

" " Calgary

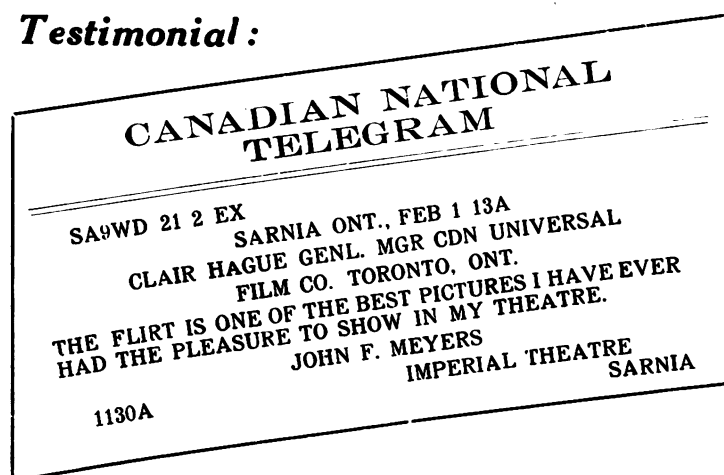
Allen Theatre, Edmonton

Capitol, Vancouver

Capitol, Victoria

Casino, Halifax

An Unsolicited Testimonial:



Pantages—Toronto and Hamilton Booked

PRISCILLA DEAN and WALLACE BEERY

in

"FLAME of LIFE"

UNIVERSAL--JEWEL

MGR. VALLE CONSIDERS EDITORIAL "AMONG THE MISSING VERY GOOD" SENDS IN PICTURE REPORTS

MGR. VALLEE, of the Roseland Theatre Co., East Angus, Que., has written the following letter of praise on the Digest's editorial in issue of Feb. 3rd, "Among The Missing." In commenting upon same Mr. Vallee forwards some picture reports for which we thank him.—(Ed.)

February 15, 1923.

Canadian Moving Picture Digest,
27 Jarvis St.,
Toronto.

Dear Editor:

Your article in Digest of Feb. 3rd, about "Among the Missing," is very good and will certainly strike some right.

It never was my intention to send in reports, as I am an exhibitor in a small town, showing pictures long after they are released.

However, I will send in a few reports of the more recent released, as others are not interesting for the pictures must have been played in every theatre by now.

"Do and Dare," Fox. Tom Mix, is very good in this picture, which is better than any picture he ever made. Good story, well acted, full of fun and action. Tom is a good drawing card here. Good business on one of the worst nights of the winter.

"Shadows of Conscience," Stephen-

son attraction. Fairly good picture. 7 reels, but not a special. Russell Simpson is very good actor. Title and condition of film, A-1. Fair business.

"Girl From Porcupine." A James Oliver Curwood story, released by Stephenson Attraction. Pleasing picture that drew well on account of the writer. Title and condition, good.

"Bells of San Juan." Fox. Not up to Buck Jones standard. Patrons did not like to see Buck Jones out of his mind so long in the picture. But picture is good. Business fair on account of cold weather.

"Strange Idols." Fox. Dustin Farnum, star. An ordinary program picture. Condition very good.

"Honor First." Fox. John Gilbert is coming on top as a star, and creating himself followers. Advertised their picture as a war picture and drew good business. Title and condition of film, good.

"New Teacher." Fox. Shirley Mason. A very good picture, although the title is not a good one. Don't be afraid of this one. You'll be surprised.

Hoping you will get more of these helpful hints,

Yours very truly,

J. A. Vallee,
East Angus, Que.

Friday and Saturday. Remarks, Tom Mix a good draw for Friday and Saturday. The farmers like him, in fact most people like him, even if story is impossible. Tom has a way of laughing it off.

(Thank you for reports.—Ed.)

Keystone Re-Issue Comedies Giving Everybody Chance To Make Money

Under the ingenious sales plan of Tri-Stone there seems to be a good chance for everybody to make money. A three year contract has just been signed whereby the Wisconsin Film Corporation, of Milwaukee, and the First Film Corporation, of Minneapolis, acquire the sole and exclusive rights to distribute Keystone re-issue comedies.

The man who buys the territory (and each territory is small) pays a price which enables him to offer comedies on a basis that is extremely attractive to theatre owners, and make a profit for himself. They, on the other hand, are showing pictures that already have a reputation for filling houses—showing them not as new subjects, but as old friends come back.

C. H. Christie Active In Civic Work As Well As Making Comedies

Charles H. Christie, vice president of the film company of his name, and president of the Christie Realty Company, has been made a vice president of the Los Angeles Realty Board, thus giving recognition on the latter board to Hollywood, which is probably the most active centre around Los Angeles in realty trading and improvement.

Mr. Christie is one of the film men most actively interested in civic affairs and is also one of the officers of the Hollywood Chamber of Commerce, as well as president of the Motion Picture Producers' Association, which is now the centre of public interest in Los Angeles as producers of the gigantic Motion Picture and Historical Exposition this coming summer, commemorative of the hundredth anniversary of the Monroe Doctrine, an exposition which is drawing governmental attention and support as well as cooperation from a large number of foreign countries.

Exhibitors' Co-operative Association will call a mass meeting to consider questions of vital interest to you. Watch for date announcement.

Original from

MGR. FRED R. PURSEL SENDS IN HEALTHY LIST OF REPORTS

"TROUBLE", Associated First National, Jackie Coogan picture. Condition of picture and story good. Reels, 5. Play Day, Monday and Tuesday. Title good. Remarks, good, drew well against zero weather and 'flu.

"Day Dreams," Associated First National. Buster Keaton, star. Story, great. Condition of film, A-1. Title, good. Reels, 3. Play day, Monday and Tuesday. Remarks, Buster Keaton at his best. This comedy with feature, "Trouble," and a Chas. Urban picture rounded out an A-1 programme that drew and pleased against zero weather and 'flu.

"While Satan Sleeps," Paramount. Jack Holt, star. Condition of film, good. Reels, 7. Play date, Monday and Tuesday. Remarks, a good feature, not high class, but they all liked it.

"Four Seasons," Chas. Urban, Vitagraph release. Condition of

good. Title, good. Reels, 4. Play date, Monday and Tuesday. Remarks, This Urban picture should be shown in every movie theatre. It won't make money for you, but gives the house a good name which is good advertising. Show it with a good feature.

"Song of Life," Associated First National. All-star cast. Story, title and condition of film, good. Reels, 7. Play date, Wednesday and Thursday. Remarks, good feature, but no business owing to grip, lack of coal and fuel.

"Sea Lion," Associated First National. Hobart Bosworth, star. Sea story. Condition of film and title, good. Reels, 5. Play date, Friday and Saturday. Remarks, many favorable comments on this one. A good sea story.

"For Big Stakes," Fox, Tom Mix. Story, fair. Condition of film and title, good. Reels, 5. Play date,

MOTION PICTURE EXHIBITORS' CO-OPERATIVE ASSOCIATION FORMED

A MEETING of tremendous importance to the industry throughout Canada took place at the King Edward Hotel, Tuesday, February 20th. The meeting was arranged for the purpose of organizing a Motion Picture Exhibitors' Co-Operative Association. The word Co-Operation covers the principle on which this organization will be founded and conducted. It is the intention to immediately deal with the question of the C.O.D. enforcement, the Daylight Saving Problem and the regulation in regard to exploitation. Other problems which are individual will also be considered. Mr. Harry Alexander, manager of the Park, Toronto, presided, while the editor of the Digest acted as temporary secretary.

Instructive addresses on the question of organization were delivered by Mr. Wm. Brady of the Madison, Mr. Bill Baillie of the Cum-Bac. The editor of the Digest simply repeating what the Digest has been endeavoring to impress upon exhibitors in its weekly issues. Several exhibitors contributed expressions of co-operation and sound bits of reasoning, and for a first meeting a great deal of constructive groundwork was covered.

Moved by Mr. Wm. Brady, that an exhibitors' Co-Operation Association be formed, seconded by Mr. J. Starkman, unanimously carried. Moved by Mr. Lent that an executive of nine be formed to make necessary plans for co-operation and organization. Seconded by Mr. Goldhart, unanimously carried. Moved by Mr. Harry Alexander that Ray Lewis be appointed secretary and representative of exhibitors' Co-Operative Association, seconded by Mr. Bill Baillie, unanimously carried. The temporary Board appointed includes the following members, Mr. Bill Baillie, temporary chairman; Mr. Wm. Brady, Madison; Mr. H. Ginsler, Iola; Mr. Harry Alexander, Park; Mr. J. D. Goldhart, Duchess; Mr. I. Cohen, Classic; Mr.

W. Ball, Revue; Mr. W. Appleton, Queen's Royal; Mr. J. R. Joy, Wonderland; Mr. J. Starkman, Vermont.

On account of the very short notice given of the meeting, many exhibitors, who otherwise expressed themselves to the effect that they would like to have attended, were unable to attend. Among the exhibitors who were present, and who pledged themselves in sympathy with the organization were: Mgr. M. Mentel, Park; Mgr. A. Lester King; Mgr. S. Besvenick, Moss Park; Mgr. L. Rosenfield, Pastime; Mgr. S. Lent, Dundas Playhouse; Mgr. S. Lester, Doric; Mgr. W. Ball, Revue; Mgr. S. Friedman, Monarch; Mgr. Wm. Brady, Madison; Mgr. W. Appleton, Queen's Royal; Mgr. J. A. Boyd, Model; Mgr. J. T. Isbell, Rex; Mgr. J. Starkman, Vermont; Mgr. J. R. Joy, Wonderland; Mgr. J. D. Goldhart, Duchess; Mgr. H. Ginsler, Iola; Mgr. S. Ulster, Victoria; Mgr. J. Cohen, Classic; Mgr. H. Alexander, Park; Mgr. H. Rottenberg, Pickford; Mgr. A. Applebaum, Reo; Mgr. Bill Baillie, Cum-Bac; Mgr. Sam Bloom, Academy.

It was arranged that the Board shall meet at the Madison Theatre at 2.30 p.m. Thursday, when the date for a mass meeting of exhibitors will be arranged. Editorial comment will be made in issue of February 24th. The new organization will be an absolutely new body of exhibitors with some members already pledged from the Exhibitors' Protective Association; and any exhibitors who are members of this protective organization are as eligible for membership in the new Co-Operative Association as the exhibitors who are not members, or have dropped out. The Co-Operative Association is open to all exhibitors. Watch for the announcement of the Mass Meeting and attend. "Day by day in every respect we are becoming more and more co-operative and stronger."

MOTION PICTURE DISTRIBUTORS' RE-CENSORSHIP ON ADVERTISING

ON April 23, 1921, a letter was sent out to you from this association, informing you that all advertising matter distributed by members of this body as listed above is first submitted to and approved by Mr. G. E. Armstrong, Advertising Censor for the Province of Ontario.

You were requested to keep that letter for reference in case an in-

spector called and questioned you with regard to photographs or posters. The letter was supposed to be protection for you in case any question arose as to your using uncensored advertising material. It was also intended to be notice to you not to use any advertising which is not censored. Any advertising matter you may use which is not supplied by members of this asso-

ciation, will be used at your own risk.

Please substitute this letter for the former, which is your authority to exhibit advertising matter sent you from our Exchanges, as having been approved by the Advertising Censor. Keep this letter on file, which will cover the period up to the thirty-first of May, 1923.

Countersigned—Chairman of the Advisory Board:—Associated First National Pictures, Canadian Universal Film Company, Famous-Lasky Film Service Limited, Famous Players Film Service Limited, Fox Film Corporation, Limited, Regal Films, Limited, Vitagraph Inc.

The regulation governing the censorship of advertising material is contained in the Theatres and Cinematographs Act and the Amusement Tax Act and Regulations. Among the rules and regulations you will find: Board of Censors, Board of Appeal and Film Exchanges.

All posters, heralds, hand-bills, cuts, newspaper and periodical advertising, banners, slides, photographs, lobby-displays, and all other advertising matter in connection with films and film displays, shall be submitted to the Censor of Advertising, who shall thereupon examine and approve or disapprove of same, and all Film Exchanges must notify their customers wherever a subject is shown, the decision rendered by the above Board in regard to advertising matter relating to same.

Any person using or displaying any advertising matter without having had the same approved by the Censor of Advertising, as provided in Clause 1, hereof, shall be guilty of an offence under the act.

An offence under the act may result in having your license to operate suspended.

There you are, Exhibitors and Exchanges, this is your fight. The Censor Board is within its rights to enforce its regulations, the time to act on rules and acts is at the time of their intended enactment. However, a regulation is not so iron-clad that upon being proved injurious to the interests of an industry, it cannot be removed or eliminated if you can prove your case. Col. Cooper, secretary and representative of the Motion Picture Distributors' Association of Toronto, has been active in finding an adjustment to the present "exploitation difficulty"—We are under the impression that the new enforcement will not govern newspaper copy, but this is probably through the grace of the Censor Board. The act clearly states "posters, heralds, hand-bills, cuts, newspaper and periodical advertising, etc.—(Ed.)"

Original from

SUBSCRIBERS TO DIGEST FROM EAST TO WEST AND LETTERS OF APPRECIATION

January, 9th, 1923.

Canadian Moving Picture Digest.

My Dear Miss Lewis:

I was overwhelmed again on looking through the Christmas number of the Digest, to see the handsome page which you dedicated to one of our little girls, to say nothing of the generous space devoted to information about the Christie Comedies.

I just want you to know that this is very greatly appreciated.

Best regards,

PAT DOWLING.

Christie Film Company, Incorporated.
Publicity Director.

February 6th, 1923.

Canadian Moving Picture Digest,

Gentlemen:—

We take pleasure in enclosing herewith our check for \$2, for one year's subscription to your publication, which you will kindly send to the above address, marked: Attention of Export Dept.

Very truly yours,

PATHE EXCHANGE, INC.

R. K. Hodkinson,
Export Dept.

Other subscriptions for which accept our thanks.

First National Pictures, Winnipeg.
Ernest Shipman, 565 Fifth Ave.,
New York.

Motion Picture Directory Co., 244
W-22nd St., New York.

Orpheum Theatre, Fort William.
Joseph Ashland, Classic, Toronto.
Thos. Addison, Regent, Drumhellar,
Alberta.

Jas. Young, Production, United
Studios Inc., Hollywood, Calif.
Neighborhood Theatre, Hartland,
N.B.

Mrs. E. M. McPherson, Palace
Theatre, Swan River, Manitoba.

W. D. Johnston, Iroquois, Ont.

A. M. Steiman, Princess, Portage
La Prairie, Man.

Jas. Howorth, Ilo Theatre, Cum-
berland, B.C.

Miss M. J. Anderson, Springhill,
Nova Scotia.

Electric Theatre, Montreal.

Mgr. J. R. Joy, Wonderland, Tor-
onto.

Mgr. Daylight Theatre, Saskatoon,
Sask.

Mr. Minshall, Star Theatre, St.
Thomas.

Canadian Motion Picture Distri-
butors' Assoc., Lumsden Building,
Toronto.

Mgr. John Walker, Gem, Port
Dover, Ont.

Mgr. George Taylor, Temple
Theatre, Wallaceburg, Ont.

Mgr. John Lobban, Empire,
Thessalon, Ont.

Mgr. Genges Khatlan, Khatlan
Theatre, Whitney Pier, Sydney, N.S.

February, 16th, 1923.

Canadian Moving Picture Digest,

Just another one of those fellows that thought he could get along without the Digest, but find it a necessity today, especially in Canada, therefore, since George Rotsky mentioned that "Every day in every way the Digest is getting better and better," I thought I would make the necessary small investment of \$2.00.

Would appreciate your putting my name on the list, and forwarding the invoice or voucher, for which I will mail you cheque.

Thanking you in advance, and wish-
ing you every success, I am

Yours very truly,

UNITED ARTISTS CORP., LTD.

Irving Sourkes,

Sales Manager.

FIRST NATIONAL RECEIVES BIG BOOST FOR "THE HOTTENTOT"

FIRST National, Toronto office, is in receipt of a wire from Mr. Bob Stevens, of the Regent Theatre, Sudbury, as follows:—

Mr. Chas. Ramage,
Associated First National Pictures,
Toronto.

Played "Hottentot" three days to

biggest business in years. Audience simply went wild cheering and yelling. I personally recommend it to every exhibitor as the biggest clean-up of the year. Congratulations to First National for distributing such a picture. Best wishes for more like it.

BOB STEVENS,

Regent Theatre, Sudbury.

Goldwyn Exploitation Dept. Furnishes Photographs of Tobacco Products Co.

Goldwyn Exploitation Dept. furnishes hundreds of photographs of their stars to Tobacco Products Co., for display in cigar store windows, in a gigantic "jingle" contest, about the stars themselves. This is only one of the numerous helps this dept. is giving exhibitors in the interests of Goldwyn Pictures.

It is Reported

"Robin Hood" Established New Record, Capitol

For the week ending February 3rd, "Robin Hood," which played the Capitol, New York, broke the gross record. The receipts for this week totaling \$58,097.66.

Annual Show and Banquet

Held by Capitol, Montreal

The annual show and banquet held by the Capitol Theatre, for its staff took place recently with H. M. Thomas, director of theatres, for the Famous Players Canadian Corporation, Limited, acting as host. The entertainment was a most enjoyable one and was held after the regular evening performance. Singers, door-men, ushers and other members of the staff, after Mr. Thomas' speech of welcome, then gave a bill of their own invention, which for originality and pure merriment was unique. When this was concluded and supper finished, dancing was the order of the evening until the small hours. Among those who took part in the performance were: Mrs. H. M. Thomas, Gus Hill, Miss Bishop, Mr. Finlayson, Lyal Evans, Mr. and Mrs. Baker, J. J. Shea, Victor Edmunds, and James O'Grady, as well as many other members of the Capitol staff.

Mgr. Morrison, Star Theatre, Receives Seventeen Replies Classified Digest Ad.

February, 14th, 1923.

Moving Picture Digest,
Toronto.

Many thanks for the announcement in your issue of January 27th, in regards to the rental of a picture theatre.

I have up to date received seventeen answers. This is certainly the pathfinder for this business. Hoping your valuable journal will go into the hands of every person in this business, and also those who are in sympathy with the trade.

Yours truly,

J. A. MORRISON.

THE REASON WHY SOME EXHIBITORS FAIL TO PUT BIG AND SMALL PICTURES OVER

"TO my way of thinking, and from close observation," writes Mr. Wilkes, exploitation manager for Canadian Universal, "a great number of features fall flat through neglect on the part of the local management to put them over. A feature which under proper exploitation would be a success, is stamped as a failure and the exchange gets the blame for handing the exhibitor a 'lemon.'"

The same line of publicity should not be used for all pictures, which I find is a fault common with a great number of managers. I will cite a few instances of the things I would do with regard to different pictures. A picture with a strong appeal to woman should naturally be played up strongly among the women of the town, if you can get the women sufficiently interested, you are assured of your matinee business; and the evening business too will be bolstered up, because if you can get the women to come it is logical to conclude they certainly will bring the men folks along too.

In regard to the matter of book pictures screened from popular novels, of course the best angle is to get the book sellers interested in the first instance, and the readers whom I find are always more or less curious to compare a book with a play or picture, will be on hand to look the picture over and make their own comparisons,

they will come whether they think beforehand the picture is good or bad.

Of course the stars who have a large following should be exploited to the fullest extent. But a feature which can be put across without this star stuff has just as much chance, if not more, of success if properly handled. I think the majority of fans now are fed up on this star stuff, big stars with no story to command attention are not proving very popular with the public, the public now want good entertaining stories with or without big names, stars alone, they don't want. Here's an angle to play up to the patrons; let them know that so and so picture is a picture and not merely a vehicle for a certain star's personality. Play fair with the public, don't misrepresent a picture is a good motto to follow. If you get business with one picture by misrepresentation, you lose on the next two. When you lose the confidence of the public you are lost, have them with you at all times, let them know you are trying to give them what they want, and give it to them. You will then find a great difference in their attitude toward you and your theatre and incidentally this pertains to the picture business in general.

Our exploitation department is always at the service of the exhibitor in order to give him co-operation to put over from a single reel to our big Jewels."

SCHENCK CONCLUDES \$2,500,000 DEAL BY BUYING CONTROLLING INTEREST IN THE UNITED STUDIOS

FOLLOWING closely upon the announcement of his purchase of an equal interest with Sol Lesser, A. L. Gore, Michael Gore and Adolph Remish in West Coast Theatres, Joseph M. Schenck has completed another high financial transaction that gives him the controlling interest in the United Studios.

The amount of the deal which places practically all of the stock in the hands of Mr. Schenck and M. C. Levee, was stated to be \$2,500,000, of which Mr. Schenck's personal expenditure is said to have been in excess of \$1,500,000.

Mr. Schenck's decision to remain

in Los Angeles and his need for larger producing facilities for his work were responsible for the deal which was consummated through the efforts of Lou Anger, his general manager, associate and friend.

Mr. Levee will continue to act in his capacity as president of United Studios while Mr. Schenck becomes chairman of the board of directors.

Within another week the Schenck properties will have been installed at the United Studios and from that time on the Schenck production activities will center there. A prediction was freely made that the purchase by Mr. Schenck would ultimate-

ly see the signing of a large number of eminent screen stars and foretell even larger production arrangements than at present.

At the present time Mr. Schenck's production interests consist of Norma and Constance Talmadge, whose pictures are being released through First National, and Buster Keaton, whose short comedies have been released through First National for the past year, and who has just signed a contract with Metro. Mr. Levee, for his part, is producer for the Maurice Tourneur and Allan Holubar pictures.

The present complement consists of 500 employees, but Mr. Schenck's first statement incorporated the announcement that this number would be increased shortly and that \$350,000 will be spent in improvements to include the erection of a new administration building, cottages to serve as dressing rooms and the heating of all stages and paving of all streets within the studios.

The companies working there at present are: the Allen Holubar Company, starring Dorothy Phillips in "Slander the Woman"; the Maurice Tourneur all-star production of "The Isle of Lost Ships"; the Edwin Carewe production, "The Girl of the Golden West"; Richard Walton Tully's production of "Trilby"; a Sam Rork production directed by James Young, "Wandering Daughters," and the Frank Borzage production, "Terwilliger." All of these pictures are scheduled for First National release.

Some of filmdom's most successful pictures have been made there including: "The Eternal Flame"; "The Voice From the Minaret"; "East is West"; "The Miracle Man"; "Oliver Twist"; "Trouble"; Omar, the Tent-maker"; "The Three Musketeers"; "The Mark of Zoro," and many others.

Commenting upon the new state of affairs Mr. Schenck said:—

"Lou Anger, my friend and associate, has finally prevailed upon me to become a resident of Los Angeles and to enter the major portion of my activities there. As a result of this association and having received the earnest and competent co-operation of M. C. Levee, president of United Studios, I have completed the deal that brings me into United Studios."

EXHIBITORS!
Your Opinion on
Pictures Please.

PERCENTAGE BOOKINGS LARGEST HOUSES FOR "THE MESSAGE OF EMILE COUE," EDUCATIONAL FLOODED WITH BOOKINGS

IN closing most of the key cities for representative runs on the Educational Pictures Special, "The Message of Emile Coue," in the short space of time following the initial announcement that the picture was being produced, Educational Film Exchanges, Inc., has established a startling record for a short subject attraction.

Twenty-four hours after the news that Emile Coue would appear in the Educational Pictures Special had been wired to branch managers, reports from the field indicated that "The Message of Emile Coue" would prove to be a most sensational box office attraction. The branch managers reported themselves flooded with offers for the picture from every city, town and hamlet in the country.

This flood of offers for bookings

and of inquiries about the picture have continued every day since.

As exhibitors everywhere regard the picture as a feature attraction a number of bookings have been closed which include other Educational releases with the Coue picture forming the basis for a Short Subject program.

At Detroit four of the large houses of the Kunsky circuit have booked the Coue special and are using a program consisting also of a Christie Comedy, a Hamilton Comedy and Kinograms, Educational's news reel, to complete the program. This plan is being followed in other key cities as fast as dates can be arranged.

In many cities percentage bookings have been made. This is believed to be the first time that a short subject has carried percentage bookings in the large houses of the country.

The Kentucky Derby Packs Strand, Montreal

Universal Film Corporation is putting through some new pictures of the "Leather Pushers" series. Recently they booked the Strand, Montreal, for the week with "The Kentucky Derby," featuring Reginald Denny. Houses were packed every night.

F. A. McKay, St. John, Considering Picture Offer

F. A. McKay, of St. John, N. B., is considering an offer to organize a company producing industrial films in New Brunswick, with headquarters in St. John. He assisted in the stills in the production of "Blue Water" by New Brunswick Films Limited, and has had considerable experience in photography.

L. E. Ouimet Back Montreal To Produce "Faust"

L. E. Ouimet is in Montreal, from Los Angeles, and reports that the stock in Laval Photoplays Ltd., formed in March last year, has now been sold and production will start at Los Angeles next month. The first picture, from present advices, will probably be "Faust," in connection with which there is considerable competition in the moving picture world.

Satan's Paradise
Canada's First

New "Leather Pushers" Having Great Run At Strand, Montreal

Joe Leduc, Montreal, manager of Universal Film Corporation, announces that the new series of "The Leather Pushers" is having a great run at the Strand. Claire Hague, general manager of Universal for Canada, was in Montreal recently, looking over the ground there.

Phil Hazza, I. Stuart Reorganize Equity Exchange

Phil Hazza and I. Stuart have reorganized the Equity Pictures Corporation in Montreal, and have secured ample capital to carry on with enlarged facilities and greater scope than before. Their first release under the new arrangement will be "A Child for Sale," at the Imperial Theatre there, a seven-reel feature starring Bobby Connolly, Julius Swan Gordon and Creighton Hale. This will be followed by the release at the Strand Theatre, and the entire circuit of the Independent Amusement Company, of "Mother Eternal," featuring Vivian Martin. This picture was recently screened at the Allen Theatre, and exhibitors compared its appeal to that of "Over the Hill." Yet another big release will be "The Thinker," a French picture based on August Rodin's world-famous statue. Eddy Lyons Comedies will also continue to be released by this exchange.

C. C. Kenning Receives Serious Illness

C. C. Kenning, of Calgary, is in Winnipeg visiting Film Row, having just recovered from a serious illness lasting over a long period. Mr. Kenning represented Pathe in Winnipeg two years ago; then he went to Calgary to manage the Pathe branch there. He is now connected with Regal Films as special representative in the West.

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"THE FLIRT" OPENS AT ALLEN TORONTO, PLAYING FIRST RUNS "THE FLAME OF LIFE" AT PANTAGES

UNIVERSAL'S universally approved, "The Flirt," heralded as Booth Tarkington's masterpiece, opens its first run engagement at Allen Downtown, Toronto, and plays all key cities across the Dominion, first run theatres. "The Flirt" was reviewed in The Digest issue of Jan. 20th. Directed by Robert Henley, it has an exceptionally fine cast, including, Eileen Percy as the "Flirty Sister," George Nichols as her father, Helen Jerome Eddy, the other sister, Bert Roach, Buddy Messenger, Lloyd Wilcox, Edward Hearn, Harold Goodwin, Lydia Knott as the mother. It is a Universal-Jewel, and opened at the Rialto, Broadway, New

York, week of Dec. 24th, where it registered an instantaneous hit.

Another Universal-Jewel, which has been coming in for special praise is Priscilla Dean's new vehicle, "The Flame of Life," adapted from one of Frances Hodgson Burnett's best sellers. This is also a Hobart Henley production. Wallace Beery is featured and critics recommend his very fine performance. The story is a dramatic romance of the mining districts of northern England. An excellent cast supports the star who does her usual excellent work, perhaps finding this particular role a little more strenuous than ever. The general reports on this picture are to the effect that it is a thriller. It opened at Pantages, Toronto and Hamilton.

SIR WILLIAM WISEMAN, BART., DIRECTOR FAMOUS PLAYERS CANADIAN

A DISTINGUISHED International figure, Sir William Wiseman, Bart., was elected a director of the Famous Players Canadian Corporation, Limited, at a meeting of the corporation's directors on January 31st. Announcement to this effect was made on the occasion of a visit by Sir William to Ottawa, the Canadian Capital, on February 2nd, following which he went to New York, where he is now connected with the financial house of Kuhn, Loeb & Company.

During the Great War, Sir William was chief liaison officer between Lloyd George and ex-President Woodrow Wilson, and, as such, held a high confidential post. He also served in an advisory capacity to the British delegation on American Affairs at the Versailles Peace Conference. During the war, he was a captain in the Duke of Cornwall's

Light Infantry of the Imperial Forces, and served with distinction on the Western Front. He was gassed during an engagement at Ypres. For his services while attached to the British Foreign Office, Sir William was invested with the order of Commander of the Bath.

Sir William is a graduate of Cambridge University and he inherited his title from his father, Capt. Sir William Wiseman, a naval officer. He is the twelfth holder of the title, one of the oldest in the British Baronetcy dating back to 1628.

Sir William was elected a director of the Famous Players Canadian Corporation in succession to E. E. Shauer of New York, who resigned from the directorate. He visited several Canadian cities during his recent trip.

Orpheum, Montreal, Leased Definitely for Pictures

One other west-end theatre, the Orpheum, is stated to have been definitely leased for pictures, and with the success of "The Game of Life," something of truth appears to lie in the statement. Moreover, Burpee and West state that they are putting in some Shipman productions, distribution of which they are handling, into the Orpheum. Of these "The Rapids" and "Latin Love" will run in that house for a week each, to be followed later by "Glengarry School Days" and "Blue Waters."

Mae Edwards Playing Queen's Square, St. John, Fight Pictures Follow Show

Mae Edwards and her company are playing at the Queen's Square Theatre. This theatre showed the Carpentier-Siki fight pictures after the regular performance recently.

Special Wire.—Mr. Chantler, of Goldwyn, receives confirmation of report that Cosmopolitan merged with Goldwyn. Future releases through Goldwyn.

"Slander the Woman" Allan Holubar's Production For First National

"Slander the Woman" has definitely been selected as the title for the next Allan Holubar production through First National, starring Dorothy Philips.

The story deals with the harm that can be done by idle gossip to an innocent woman, who is brought into a court case as an inadvertent witness, and the eventual retribution in the wilds of the north woods. It is being produced with all the action and thrills for which Mr. Holubar has established a reputation, notably in "Hurricane's Gal."

"Slander the Woman" will be released early in April.

Equity To Distribute Stephenson Attractions, Que. and Maritime Provinces

Equity Pictures Corporation have taken over distribution of Stephenson Attractions for Quebec province and the Maritime Provinces, under the personal direction of Jake Macklin. "More to be Pitied Than Scorned," and "Where is My Wandering Boy Tonight?" are among some of the pictures to be thus distributed. The latter of these is to be shown at the Imperial, Montreal.

"The Flirt" Goes Big At Allen, Montreal

Universal Film Company have made a great hit here with "The Flirt" at the Allen, Montreal. They will be showing "Human Hearts" at the Imperial, at the end of the month.

Considerable Changes Occuring Montreal Picture Houses

Considerable changes are materializing by degrees among the Montreal picture houses. The New Grand has closed and its fate is so far not certain as to whether it will ever open again. The matter is in the hands of the Allen management who will no doubt consider any fair offer, if such is forthcoming. The Court Theatre, which has experienced a number of vicissitudes since the time when it was the well-known "Francais," having thence changed into Loew's Court, and from that again into Court under the management of Mr. Block, has now been taken over by J. Sparrow, lessee of His Majesty's Theatre, who will, I understand, also run it as a picture house. Finally, the System, which has been running in not the best of good luck for the past few years, will be torn down in May, after Universal Film lease on the house expires, and office buildings will be raised on the site.

BABY PEGGY MAKES HIT IN HER NEW COMEDIES

THE Film Daily reviewed "Peg O' the Moviee-Century-Universal two reel kid comedy as follows:

"Those who have been anxious to see Baby Peggy, will be glad to see this one which is the first of a series of six two-reelers featuring the tiny star that Century is releasing—Peggy is there in fifty different ways. The women folk will just love her. She is first seen traveling to Universal City in a hammock slung under a freight car from which she emerges dressed

like a little Bill Hart. The first thing she does is to throw a brick at what she thinks is a thief, thus spoiling a perfectly good scene that a director is making. After many troubles she finally gets her "chance" and telling the director "you ain't seen nothing yet," proceeds to go all the vamps of moviedom one better in the famous "Fool There Was." If they like Baby Peggy—and how can they help it—go ahead with this."

"MISS CANADA," FROM ST. JOHN, ROYALLY FETED, CHAPERONED BY MR. AND MRS. GOLDING

What's the matter with St. John? Our claim (among many others) is The answer is: "She's all right," and based on the fact that "Miss St. John, (Miss Winifred C. Blair) was chosen Miss Canada in the recent contest held in Montreal.

Now Miss Blair was the nominee of the Imperial Theatre, St. John, for the title of Queen of Winter Carnival, and when chosen as Miss St. John, Miss Blair was accompanied to Montreal by Mr. and Mrs. Walter Golding. Mr. Golding acting as her manager. Mrs. Golding, as the official chaperone. Walter Golding, manager of the Imperial Theatre, St. John, has been widely congratulated upon his choice for the theatre's nominee, and the theatre managers in

Montreal did homage to Miss Canada, showing her every attention.

On her return to St. John, as Miss Canada, Miss Blair was royally welcomed. The Imperial Theatre was decorated with flags and on a staging at the door three sides contain mottos of welcome to Miss Canada.

Mr. Golding told the story to the press of St. John, and demonstrated once more that his pen has not lost any of its old magic. He is a fine newspaper man and this fact has been one of the many which has contributed to his success as a theatre manager.

Mr. and Mrs. Golding, chaperoned Miss Canada at the Military Ball held in the Armoury, February 13th, under the auspices of the Garrison Club and the daughters of the Empire.

Tom Doubiggan To Quit Back To Speed Skating

Eddie English, Montreal, manager of Famous Lasky, is responsible for the following: "Tom Doubiggan is quitting the film business and is going back to speed skating. He expects to clean up the Canadian championships and retire, when he will return to the Famous Lasky with added laurels."

Maurice West Returns Visit To Maritime

Maurice West, joint manager of Burpee and West film exchange, has just returned from a long visit to the Maritime Provinces, where he has been busy with the Battling Siki-Carpentier films, and in which territory he reports that he has signed some good contracts. This Exchange will release "The Rapids" shortly in this city.

"Uneasy Feet" Good Lloyd Hamilton Title

Lloyd Hamilton is working on a comedy bearing the title "Uneasy Feet." It is rumored that buried somewhere in the action of the picture is an explanation of Hamilton's funny walk.

Carrol Players Open Twenty-Two Weeks Stock Season at St. John

The Carrol Players will open a twenty-two weeks' engagement at the St. John Opera House, on February 26th. The Halifax players, of this company, are having good success at the Majestic, in stock, and it is expected that St. John, which in former years supported the Valentine Stock Company for several seasons, will make this engagement at the Opera House a successful one.

Chaplin Discovers Another Kid in Dinky Dean

Dinky Dean, the kid in Charlie Chaplin's new First National release, "The Pilgrim," is the proud possessor of a letter from Chaplin, in which the comedian compliments the youngster on the fine work he does in "The Pilgrim." No doubt Dinky will always remember Chaplin, but the great comedian will also recall Dinky for Dinky "wallops" Charlie in the picture, as no one ever hit Charlie before. There as those who believe that Chaplin has "discovered" another kid star in Dinky.

Rosemary Theby in Cast "The Girl of the Golden West"

Rosemary Theby has been added to the cast of "The Girl of the Golden West," which Edwin Carewe is directing on the coast for First National release. Those already picked for this screen version of David Belasco's big stage success are J. Warran Kerrigan, Sylvia Breamer and Russell Simpson. "The Girl of the Golden West" is the second picture to be produced independently by Mr. Carewe for First National. His first "Mighty Lak a Rose" is now being released to the first run houses.

Coolness of Operator Manager Prevents Panic \$800 Worth Film Burns

Ste. Anne de Bellevue, Quebec. The Rex Theatre here was the scene of a fire here recently, in which \$800 worth of motion picture films was destroyed. The fire broke out in the operator's booth, and the operator, P. Klin, showed considerable presence of mind by rushing from the room, closing the fire-proof door and so preventing the spread of the flames and the breaking out of a panic in the theatre. At the same time Manager G. H. Jerome, who is also the proprietor of the house, walked on the stage and announced to the audience that something had gone wrong in the operating room and that they had better leave the theatre at once. There was no panic and the audience quietly filed out. Beyond the loss of the film, no other damage was experienced and the next night the theatre opened again to a large audience.

FOR SALE—Motion Picture Outfit, consisting of Powers A Projector, rheostat, switches, reels, screen, two sets of scenery and curtains, etc. Price \$350.00. W. J. Bierschbach, Box 72, Waterloo, Ont.

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"The Three Musketeers"

"The Nut"

"The Mollycoddle"

"When the Clouds Roll By"

"His Majesty, the American"

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W. A. BAILLEY APPEALS FOR REPEAL DAYLIGHT SAVING OFFERS FINANCIAL SUPPORT

MGR. W. A. BAILLEY, of the Cum-Bac Theatre, Toronto, appeals to the Canadian Picture Industry to combat the Daylight Saving measure which will be introduced. The Digest has repeatedly endeavored to stir up some enthusiasm among exhibitors regarding this detrimental measure, but very little information from exhibitors, which is constructive, has been forthcoming. Are you in favor of the Daylight Saving Measure? If so, there is nothing for you to do but sit still and watch it passed.

If you are of the opinion, which is generally expressed by exhibitors, that the Daylight Saving Measure cuts down your summer receipts to such great extent, that the closing of your theatre would prove almost more profitable, arise from your sitting attitude and stir about before it is too late to accomplish the defeat of this measure, which is now possible.

Editor The Digest:—

Since I last wrote you re Daylight Saving, I am glad to see that you have taken this matter up and given it publicity, but up to the present nothing seems to have been done by the

people most directly interested, namely exhibitors and distributors in the Province of Ontario.

I have spoken to several exchange managers, also exhibitors and they are of the opinion that the only way to combat this measure, is for a committee to be present from both organizations to interview the council before this measure becomes law. I know that at the present time absolutely nothing is being done at all, and now is the time to start.

We have a real live Exhibitors' Co-Operative Assoc., who are willing and anxious to help us, and I should think that the exhibitors would be more than glad to line up with this association and help protect our own interests. I know, personally speaking, that if anyone starts anything, they may count on my full support both physically and financially.

Please do the best you can in your capacity as editor in chief of the only trade paper in Canada that is fighting our battles for us to help crush this measure, I remain,

Sincerely yours,

W. A. BAILLEY.

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DOUGLAS FAIRBANKS TO USE COLOR PHOTOGRAPHY IN HIS FORTHCOMING PIRATE PICTURE

ON the theory that color is the very essence of piracy, Douglas Fairbanks will use color photography in his forthcoming pirate photoplay production upon which the actual camera work will begin very shortly.

In the announcement from the Fairbanks organization that color photography will be used, it is stated that neither "fad, experiment nor ambition to do something 'different' is back of their plan," the realization of which will line Mr. Fairbanks up as one of the first of American producers to depart from the black and white.

"My reason for deciding to use color photography is simplicity itself," said Mr. Fairbanks. "All the pirate pictures I ever have seen were dis-

appointing because they were in black and white, while color is the very theme and flavor in piracy.

"We had hardly begun our research for production when it came to me that the picture absolutely demands color. We now are at work on two different processes, and although there are big difficulties to be surmounted, we shall conquest them."

Mr. Fairbanks will use no vivid colors, no greens or reds, except in relative tones.

"Pastel shades will be employed, so there will be no outstandingly predominant color," said Mr. Fairbanks. "The effect will be like a Maxfield Parrish painting, except that it will be less vivid," he explained.

Twenty-Six Educational Pictures Playing Chicago In One Week

Evidence that Educational Pictures are well represented in Chicago is presented in the theatrical advertising page of the Chicago Sunday Tribune. Of the theatres advertising on this page in a recent issue, twenty-six of them were running Educational short subjects.

Canadian Releasing Corp. Handling Big Specials

Big specials to be released by the Canadian Releasing Corporation are "The Prince and the Pauper," "The Sign of the Rose," "The Grubstake" and the English production of "The Bohemian Girl," directed by Harley Knowles and containing in the cast Gladys Cooper, Ellen Terry, Constance Collier and Ivor Novello, who has recently signed a long term contract.

"A Child for Sale" Released Imperial, Montreal

Equity Pictures Productions which is now being run by Messrs. Stuart and Phil Hazza, announce that the six reel feature, "A Child for Sale," has been released at the Imperial, Montreal. A full galaxy of stars is being featured in this six reeler. Two new pictures are on the way and will be showing shortly.

Pathe News Snaps Unique Picture, Montreal

Pathe News have snapped a unique picture at Montreal. It was a film of Miss McDuff, one of the contestants for the Queen of the Carnival, who will assume the title of "Miss Montreal." She was shown hanging on to a pair of reins while on skis behind a motorcycle fitted with sleigh runners. This machine was traveling at forty miles an hour over the snow, with the young lady flying in the rear. The film was shown at the Princess and Loew's Theatres.

"DANGEROUS AGE" DRAWS BIG HOUSES IN ALL KEY CITY PRESENTATIONS

JOHN STAHL'S production, "The Dangerous Age," made for Louis B. Mayer, and released through First National, has won the applause of both exhibitors and picture-goers in all the key cities where it has been shown so far.

Frank L. Newman, of the Newman

Theatre, Kansas City, thought so much of it that he wrote in part as follows:—

"It is not very often that I get all worked up about a picture, but I want to tell you my personal opinion of "The Dangerous Age," which was shown at the Newman Theatre.

"It is without doubt one of the best pictures I have ever seen. Pictures of this type are doing the industry a great deal of good. It is not only entertaining but sends home a message such as I am sure nothing else in the world could do.

"Every patron who left the theatre was singing its praise. The comments were 100 per cent., and we had the biggest gross business for the New Year week since the opening of the theatre.

"More power to Mr. Stahl, and I hope he will give us many more like this one for the coming year."

Big business is reported also from Detroit, from the Chicago theatre and the Tivoli and Riviera; from the New Grand Central in St. Louis; from the Circle in Indianapolis; from the Kinema, in Los Angeles.

Guy Wonders, manager of the Rivoli Theatre, Baltimore, who is in New York, and who left Baltimore on the day "The Dangerous Age" opened at the Rivoli, received a message from Baltimore, in which it was stated that "The Dangerous Age" was "knocking them for a row of ten pins."

"The Dangerous Age" opened at the Strand, New York, Jan. 28th, and played to big business in Allen, Toronto, week of Feb. 12th. The comments generally were "fine entertainment." Read Digest Review.

Musicians' Union Orders Carlos Meier To Leave

Carlos Meier, organist of the Capital Theatre, Winnipeg, was given three weeks' notice by the Musicians' Union of Winnipeg, to return to the States, as he was an American citizen and had entered contrary to the laws of Canada, if he stays over that period.

W. F. Barrett Visiting Key Centres, Western Territory

W. F. Barrett, Toronto, general manager of the Fox Film Corporation for Canada, was in Winnipeg, Feb. 1, conferring with the local manager, J. A. Wilson, on the season's business. Mr. Barrett went on to Vancouver, where he met Mr. Sickleman, of New York, head of the contract department of the Fox people, and returned to Winnipeg with him on the 12th.

St. John Opera House Queen's Square, Playing To Capacity Houses

The St. John Opera House and the Queen's Square Theatre are both crowded with those who enjoy musical comedy. The Cameo Review Company are at the Opera House at Queen's Square Mae Edwards and Company are playing to capacity houses.

MANY DISTINGUISHED GUESTS SEE LADY DIANA, "THE VIRGIN QUEEN"

A LARGE and distinguished audience saw the premiere of Lady Diana Manners in the J. Stuart Blackton film, "The Virgin Queen," at the Empire Theatre recently.

Those who are reported as having attended the Monday evening premiere include:—

The Earl and Countess of Shaftesbury.

Lord Ashley.

The Duchess of Buckingham.

Sir John and Lady Ferguson.

Lord and Lady Montagu of Beaulieu.

The Duke and Duchess of Rutland.

The Marquess and Marchioness of Anglesey.

The Marquess and Marchioness of Granby.

Mr. Guy Benson and Lady Violet Benson.

Sir Thomas Lipton.

Mr. Gordon Selfridge.

Miss Beatrice Selfridge.

Sir Philip Sassoon.

Sir Charles and Lady Allom.

Dame Nellie Melba.

Mr. and Mrs. H. Post Wheeler of the American Embassy.

Lady Alington.

The Hon. Lois Sturt.

Lord Ashfield.

The Countess d'Anjou.

Sir Hall Caine.

Lady Duff Gordon.

The Countess Furnival.

Sir John Foster Fraser.

Miss Margaret Foster Fraser.

Lady Swaisley.

Ernest Moore, the painter.

Mr. Henry Arthur Jones.

Sir H. Rider Haggard.

Mr. Edward Knoblock.

Mr. W. B. Maxwell.

Sir Frank Meyer.

Mr. Max Pemberton.

The Earl of Plymouth.

Mr. and Mrs. Douglas Sladen.

Lady Stokes.

Sir Oswald Stoll.

Sir Guy and Lady Standing.

Mr. Andrew Soutar.

Count and Countess Stirum.

Sir Thomas Trowbridge.

Lady Weigall.

Mr. and Mrs. Walter Wanger.

Lady Waechter.

Captain J. H. R. Yardley.

Mr. Ernest Goodwin.

Mr. and Mrs. Cecil Hepworth.

Lieut. Col. and Mrs. A. C. Bromhead.

Mr. and Mrs. James K. Hackett.

Mr. and Mrs. Lawson Johnston.

Mr. and Mrs. Jeffrey Bernerd.

Major Edwin Coe.

Mr. Rudolph de Cordova.

Mr. Frank Vernon.

Mr. and Mrs. Russell H. Rhodes of the American Embassy.

The picture is a J. Stuart Blackton production.

L. R. ACKERS CLOSES THEATRICAL DEAL OF GREAT INTEREST

A THEATRICAL deal of great interest was completed recently at Halifax, N.S., when L. R. Acker took over the Strand Theatre, which has been operated for a number of years by J. M. Franklin. Acker's Family Theatre has been closed, it is understood. The Strand is a fine theatre in an excellent locality and has always been run in a first-class manner by Mr. Franklin. It was vaudeville and musical comedy chiefly with the very best of pictures.

Mr. Acker has the best for much success. He now possesses two very fine houses in Halifax. The Orpheus and Strand, as well as a motion picture theatre in Dartmouth, N.S.

Mr. Franklin is lessee of the St. John Opera House and the Community Theatre, Halifax, N.S.

Halifax has produced a number of clever managers, who are among its prominent citizens. These include J.

M. Franklin, R. J. MacAdam, of the Casino, J. McDonald, manager of the Orpheus; J. L. O'Connor, of the Majestic, and L. R. Acker, as well as others who have assisted in making the theatres successful places of amusement.

Final Scenes Shot

On "Within The Law"

Frank Lloyd has taken the entire cast of "Within the Law" to San Francisco, to "shoot" the final scenes of that picture in which Miss Norma Talmadge is the star. "Within the Law" will be released by First National.

W. J. McLaughlin

Visits Carnival, St. John

W. J. McLaughlin, of Halifax, was a visitor at the Winter Carnival, at St. John, and shot fifteen hundred feet for the Imperial Theatre.

Tourneur Finishes New Picture For First National

Maurice Tourneur has finished "shooting" the scenes for his new First National release "The Isle of Lost Ships," adapted from Captain Marriott's celebrated novel of stirring sea life. All kinds of experts are being called in from the outside world these days to assist in the details of picture making. During the filming of "The Isle of Lost Ships," Tourneur had the help of an admiral of the U.S. Navy, and a former captain of submarines. The sea scenes were made off the Santa Barbara coast to which old hulks of vessels were hauled from as far away as San Francisco, where Tourneur's scouts discovered an old ship graveyard. Thirty odd ships in all were salvaged for filming purposes.

Tourneur picked a strong cast for this picture. This cast includes Anna O. Nilsson, Milton Sills, Frank Campeau, Walter Long, Bert Woodruff, Aggie Herring and Irene Hunt. Arthur L. Todd photographed the picture.

Mgr. Capitol, Calgary, Gives Preview of "Tess", School Children with Teachers

When Mary Pickford's "Tess of the Storm Country," a United Artists release, was showing at the Capitol Theatre, Calgary, Alta., the house management gave a preview to which the school children and teachers of Calgary were invited, admission being on a card of identification from the school principal.

In addition to this the theatre management announced that any teacher in the city could offer a free ticket to "Tess of the Storm Country," to the best pupil in the class, the teacher to set the conditions and time under and during which the competition was to take place. This plan worked surprisingly well, and aroused great interest among the school children. The letters sent by the theatre management, making this announcement, was taken from one given in the "Tess of the Storm Country" press book.

Assoc. Screen News

Sends Cameraman to Carnival Held in St. John

The Associated Screen News, Montreal, sent a camera man to shoot the International Skating Meet. Views were obtained of the arrival of the arrival of the skaters and of the huge crowds which greeted Miss Canada on her return to her home.

EXHIBITORS!

Have you sent in your subscription? \$2.00—52 copies.

"THE CHRISTIAN" OPENS GRAND TORONTO, FOR TWO WEEKS ELABORATE PRESENTATION

"THE Christian"—Goldwyn's feature, adapted from the story and play of the same name, written by Sir Hall Caine, has been the recipient of unlimited excellent press reviews and complimentary comments. This feature opens a two-weeks' engagement at the Grand Theatre, Toronto, February 26th, when an elaborate presentation will be arranged.

The exploitation department under the judicious jurisdiction of Will Stewart, has been delivering some very effective and extensive advance newspaper, periodical and other ex-

ploitation which should re-act advantageously for the benefit of exhibitors who play "The Christian" after its first run—glancing through a list of the various advertising mediums utilized for this picture we find—entire page in February issue of Everywoman's World, reported circulation, 8,000, Toronto. Sunday weeklies are devoting columns of space showing scenes from this feature. Editors, exhibitors and professional representatives, who attended private screenings, are lavish in their praise of this Goldwyn achievement.

OSCAR PRICE AND H. E. AITKEN APPEAR TO HAVE HIT A LIVE ONE

THERE has been a good deal of talk lately about the Keystone Releases which are to be brought out by the Tri-Stone Film Corporation, under the management of Oscar Price, former president of Associated Producers and United Artists, and H. E.

Aitken, founder and former president of Triangle.

Theatre men seem glad of the chance to get hold of proven material—so good in the first instance that it seems to gain in popularity as it gets older.

EDUCATIONAL'S 'THE MESSAGE OF EMILE COUE' OPENS HIPPODROME

"THE Message of Emile Coue," Educational's two-reel special, was given its first private showing Friday, February 16th, at the Criterion Theatre, New York. About two hundred persons, guests of the producers and distributors of the picture and of Dr. Hugo Riesenfeld, managing director of the Rivoli and Rialto Theatres, where the picture has been booked for an indefinite run, attended.

Mrs. W. K. Vanderbilt, one of the most prominent of those interested in the Coue movement in the United States, as well as other notables attached to the Coue Committee of America, attended in person.

"The Message of Emile Coue," said Mr. Elmore Leffingwell, M. Coue's personal representative, and who handled all the Coue publicity, after an introduction by Dr. Riesenfeld, "is not in fiction form. M. Coue would not have consented to appear in the movies in that way. For,

as his message is truth, M. Coue would deal only in the elements of truth. Fiction, romance, the devices of the novelist and playwright have no part with truth, for the mechanism of the builder, clothed in the raiments of fiction or drama, preclude the conviction of the truth of his message of hope and cheer. The message is a simple, vital truth and is shown as such with no deviation from Coue's own exposition of it."

"The Message of Emile Coue," is now running at the Rivoli Theatre, New York, where it started February 18th. After this engagement it will go to the Rialto. The booking covering those two Broadway houses is an indefinite one.

Bookings continue to pour into the Educational Exchanges, and practically all first runs are closed in the big exchange centers. In addition to those already announced, Educational reports bookings embracing the entire Saxe Circuit of Milwaukee, the Circle Theatre, Indianapolis; the Walnut at Cincinnati; the Kinema, Los Angeles; and the Empress in Oklahoma City.

These complete practically all of the

first run in all territories, and second run and lesser bookings are rapidly being assigned dates. In Canada, Mr. O. Hanson, general manager, has booked all the key cities' Paramount houses—opening Shea's Hippodrome, Monday, February 26th.

Capitol, Vancouver, Robbed Receipts Twenty-Five Hundred

Special Wire, Vancouver Correspondent.—At six, Monday morning, February, 19th, the Capitol Theatre at Winnipeg, was robbed of its Saturday receipts. The watchman was bound and gagged. Four yeggs are reported to have participated in the robbery and the money they got away with amounted to twenty-five hundred dollars, which was taken from the safe. So far the robbers are reported to have escaped.

Changes Among Managers Capitol Theatre Chains

James Adams, manager, Dominion, Vancouver, has been transferred to the Capitol, Calgary. The assistant manager, Capitol, Victor Winning, is to manage Dominion, Vancouver.

United May Open Branch in Vancouver

Mr. A. Nixon, Western Canadian Representative of the United Artists, visited Vancouver for the purpose of considering the advisability of opening a United Artists' Branch there.

Vitagraph To Open Branch in Vancouver

John Fleming, of Vitagraph, accompanied by A. F. Demkier, of the Winnipeg Vitagraph office, visited Vancouver for the purpose of opening a branch there.

The Hottentot At Allen Turns in Big Week

Special Wire, Vancouver Correspondent.—"The Hottentot," an Associated First National Picture, played to a big week at the Allen Theatre. Reports on this picture are to the effect that it is a winner.

Universal New Comedies Released in Group

Universal are releasing a new group of Century Comedies, among which is listed: Six Buddy Messengers, Six Baby Peggy, Six Brownie Comedies, Six All-Star Comedies. These comedies will be sold in single groups of six only. The New Century Comedies are reported to be one hundred per cent. better than the former comedies released under this name, and comments regarding their quality have been very good.

RAY LEWIS REVIEWS 'HIGH POWER,' 'MY AMERICAN WIFE,' AND 'THE DANGEROUS AGE'

"**H**IGH Power," a Jack White production, with Lige Connelly, is another Mermaid which is adding high power to the Educational programme of comedy releases.

You had to make your breathing short and snappy in order to keep up with the speed of this comedy. If you took too long a breath on some of the breath-taking scenes, you missed another which went the first one just one better. In fact, breathing became most difficult during the rapidity of comedy situations which this picture presents, for between laughs and explosive exclamations of this variety, "Well I never," "Did you ever," there was not much spacing.

Dapper Dan returns from college, beating a Fast Limited across a "Stop, Look and Listen" crossing, and followed by a squad of traffic policemen, who feel lucky, at the finish, that they are alive enough to realize that they did not get the speed-breaker. Dapper Dan is feeling very Dapper as he leaps into the embrace of his Cattle King Father, who has selected a bride for him, as rare as an antique and just as attractive as some of these exploration relics, which have been hidden from the light of day for thousands of years.

The girl of his father's heart almost causes Dapper Dan to pause long enough to take a deep breath, and when she is recovered from the melee which follows Dan's attempt to evade her, she resembles an Egyptian Mummy which has been carelessly exposed to the influence of air.

Dan's father sends him off to a ranch with instructions to the boys to "treat him rough." The only one who suffers as a result is a horse which has no use for Tenderfoots, but he is even persuaded to feed out of Dan's hand.

We leave our "speedy" hero, who has abducted his "true love" seated in his car, upon the back of an elephant, which he has mistaken for Terra Firma. But he still has "the girl of his choice" with him.

"High Power" is a rattling good comedy. If Lige Connelly can live long enough to make a supply of comedies like these he will have all other comedians breathlessly pursuing his tactics. We imagine such strenu-

ousness must have a tendency to shorten a comedian's years—cheer up, Connelly—I am not discouraging you, I belong to the "Day by Day Better" Brigade.

GLORIA SWANSON in "My American Wife," a Paramount production, is cast for a part which suits her particular style and ability and surrounded with an entertaining and possible story. The location is in a land of Spanish atmosphere and influence, somewhere in South America, we presume. Political rivalry makes enemies of two leading families. The son of one political representative is modeled after his father, where fair play cannot win foul play comes naturally. Even the employment of gunmen is used to annihilate any opposition which cannot otherwise be removed. The son of the other political factor appears to have as his gravest and greatest fault, a lack of interest in the affairs of his country or in the political seat which he represents. He finds horses much more fascinating.

The Chesters of Kentucky are keen on thoroughbreds also, and Manuel La Tasso, played by Antonio Moreno, having lost to an American entry, is desirous of meeting the American owner of the horse which took victory from him. He is introduced to Natalie Chester, who happens to be as fond of racers as was her dead father. De Grossa, over-exhilarated at a supper which Manuel gives to celebrate the American girl's victory, kisses her without permission and Manuel finds occasion to blacken his eye for this little caress, which results in a duel. Here is where the gunman of our friend De Grossa plays a part, but for once, as he afterwards explains to Natalie, he does not kill, through no fault of his. The American girl witnesses the wounding of Manuel and determines to nurse him back to health. They agree to love each other "til death do us part," but Manuel's mother has other plans for him and has already selected his future wife. The American girl is informed that she is de trop and she informs Manuel's family that the feeling is mutual. However, this does not destroy her love for Manuel, or her interest in his career, and she manages to obtain information and evidence which will destroy the De Grossas politically and socially. This denoue-

ment takes place at a Presidential ball and Natalie is received into the now ice-melted bosom of Manuel's family.

The acquisition of an American wife stimulates Manuel to accomplish those things which his father had hoped he would accomplish and as ambassador he promises to reflect great glory upon his country, assisted by "My American wife," to whom all the members of the house rise to give homage.

The settings were luxurious and the production marked by that lavishness in expenditure which marks so many of the Paramount pictures. Gloria Swanson wore a varied assortment of frocks and gowns. I liked her better in the tailored ones, which stamped originality of design, smartness without the bizarre trimmings. However, I daresay when some women beheld the gown made up of ermine tails, they very nearly lost their breath.

De Grossa and Manuel were excellent in their respective parts, as were indeed all the men of the cast, including the gunman who gave a very characteristic interpretation. The women, too, although having but very minor roles, reflected creditably upon the whole production. Hector Turnbull and Monte Katterjohn, as author of story and scenario, are two names with which the public should be familiar. Antonio Moreno has a large following; they will like him in his part, and Gloria Swanson's admirers will like her also as Natalie Chester. The gowns and sets should have an appeal.

"**T**HE Dangerous Age," Mayer Stahl production, released by Associated First National, and which includes Cleo Madison, Ruth Clifford, Edith Roberts and Lewis Stone, is about the best picture dealing with the problems of married life which I have seen. From the beginning of the picture which introduces the return of Spring, and its accompanying Spring Fever, the urge of the new life, the renewal of the blossoming, the picture abounds with situations which are as convincing in their realism as they are amusing and entertainment.

This picture reflects Life as it is, tragic, complicated, and yet with its vein of humor, the possibilities of turning tragedy into comedy through the proper understanding and tolerance of the situations which go toward making up the little and big tragedies. Spring reveals the husband, played by Lewis Stone, endeavoring to convince himself that a man is as old as he feels. His young daughter's love affair turns his mind to love and he sees Romance, the call of youth surrounding him. His wife, played by

Cleo Madison, has in the necessities of life, the care of her husband and child, allowed Romance to drift out of her life, she is much more concerned with Spring cleaning, mending her husband's woollens, than with the purchase of a new Spring bonnet, or giving herself the little attentions, which make every woman only as old as she looks. The husband is obliged to visit New York, while en route he is introduced to a young lady, played by Ruth Clifford, who appears to fascinate him. She is the embodiment of those qualities he would like to see in his wife. She is alive, young, attractive, appealing, full of animation and the joy of living. The husband believes, during their continued friendship, that this girl has grown to love him, does love him, but after he has written to the woman, who has only been a dutiful wife, that he desires his freedom, so that he may marry Youth, he is awakened to the fact that his hair is white and that he is not as young as he feels, for the Youthful Charmer informs him that she regrets that he misunderstood her friendship; and that surely he never dreamt of marrying her, "Why you are old enough to be my father."

With the realization comes the recognition that after all his new love was but an infatuation and he makes every possible effort to secure the letter sent on to the wife, even wrecking his car, in front of the Limited, which is carrying his letter home.

The wife secures the letter, realizes that among the care of the necessities of life, there must be some time for play, for relaxation, a time for Romance, a time for being beautiful; and the husband beholds in this newly-awakened wife, a lovely woman.

The various bits of business, Spring Amours, the rejuvenating efforts of the husband, the daughter's wedding, the struggle to secure the letter, the flirtation between Feminine Youth and Forty Odd Years of Masculinity, were all thrilling and joyous experiences. The wedding was most beautifully done and turned all the girls "green with envy." The race with the Limited, the horse-race scene, added their part in the making of a big picture. Your audiences will thoroughly enjoy "The Dangerous Age," the moral is obvious without being forced upon you. The picture is good enough to see twice and should prove beneficial to any house. Lewis Stone has a part just written for him. Cleo Madison was excellent as the wife and I was glad to see her again. Ruth Clifford fairly sparkled as the "charmer," and Edith Roberts, as the daughter, was a little "charmer" on her very own; and quite the loveliest bride I have ever seen in some time. They gave her such a lovely wedding.

Mgr. L. Straw, Starland, Is Business Builder

L. Straw, manager of Starland Theatre, Winnipeg, seating 1,800 people, has brought much business to the theatre by his additional features, such as community singing, professional try-out night, and musical attractions by local talent assisted by the premiere picture organist of Winnipeg, Walter Dolman. Mr. Straw does not show first run pictures, but second runs of all the super-features he can get hold of from the centre of the city.

Lyceum, Winnipeg, Includes "The Strangers' Banquet"

"The Strangers' Banquet" has been bought as a special by the Lyceum of Winnipeg.

Joe F. Price To Handle Exploitation for Universal Western Canada

Announcement was recently made of the engagement of Joe F. Price one of the best known theatre and advertising men in western Canada on the staff of the Canadian Universal Film Company. Mr. Price who for the past four years has had charge of the Allen interests in Calgary resigned his position as manager of the Allen's Palace theatre in Calgary to accept the position on the exploitation and sales staff of the Universal with headquarters at Calgary.

His work in addition to selling the Universal product in the territory will consist largely of assisting the exhibitors in the towns and cities of Alberta, Saskatchewan and British Columbia in exploiting the big Universal specials. Prior to entering the film game as manager of the Allen Theatre, in Calgary, a little more than four years ago, he was engaged in the newspaper business. He was managing editor of the Morning Albertan in Calgary prior to joining the Allen forces and prior to that had earned a reputation as an authority on sport and athletics and for a number of years was sporting editor of the Morning Albertan, Calgary Herald and Edmonton Bulletin.

A year ago, when the big Palace Theatre was opened in Calgary, he moved up from the Allen to preside over the new theatre. He has handled this big theatre proposition efficiently and successfully during the past strenuous year.

His engagement by the Universal on the exploitation staff is an indication of the determination of this company not only to provide exhibitors with films but to assist them to sell the pictures to the public.

C. H. Christie Confers With Educational President Regarding Distribution

C. H. Christie has gone to New York, where he will remain for the first three weeks of February, in conference with E. W. Hammons, president of Educational, concerning the distribution of Christie comedies. Before leaving the studios, production of half of the series of twenty comedies to be released up to July, 1923, was completed under the supervision of Al Christie. Several new comedy stars will be introduced in the latter half of the year's releases, Mr. Christie announced. Two of these will be Henry Murdock and Kathleen Clifford. Murdock's first comedy is "A Hula Honeymoon," recently filmed in Honolulu, while Miss Clifford's first picture is not yet decided upon.

"My Wild Irish Rose" Selected As Benefit Picture To Equip Home

"My Wild Irish Rose" was the medium selected in Toledo to raise funds to equip the home of The Little Sisters of the Poor with electric lights. Through arrangement with the management of the Alhambra Theatre, the Vitagraph special was shown for a full week, twenty per cent. of the gross receipts going to the Knights for the fund.

Monday night was set aside as Toledo night, and each following night was named after some section of the city, closing with Saturday as Inter-urban night. On the Saturday before the opening there was a big parade, the marchers singing "My Wild Irish Rose," a song made famous by Chauncey Olcott, and which plays an important part in the picture. Nearly five hundred were in line and there was a band of forty pieces. The newspapers helped with considerable publicity and "My Wild Irish Rose" had a rousing week.

National Motion Picture League Lists Five Educational As Family Pictures

The current bulletin of the National Motion Picture League lists five Educational comedies as family films, recommended for adults and young people. They are "In Dutch," Christie comedy, featuring Bobby Vernon; "Treasure Bound," Mermaid comedy with Lige Conley; "Chicken Dressing," an Earl Hurd cartoon comedy; and the two Robert C. Bruce Wilderness Tales, "By Lantern Light," and "Moonblind." The current issues of Kinograms, Educational's news reel, are also listed.

Big Pictures in Small Towns

Mean big business for the exhibitor who realizes he must give his patrons the best and biggest screen features.

No matter how small your town may be you CAN and MUST show the finest pictures. Through United Artists Corporation you can get the strongest box-office attractions of the screen's greatest artists. For example,

DOUGLAS FAIRBANKS

Has a tremendous following everywhere. His comedy drama pictures are so full of pulse-stirring action and rib-tickling laughter that every man, woman and child in your theatre territory will have a lot of thrills and a lot of laughs and a lot of praise for YOU and YOUR theatre for giving such splendid entertainment. You will be gaining prestige, winning new patronage and putting real punch into your business with such pictures as

"The Three Musketeers"

"The Nut"

"The Mollycoddle"

"When the Clouds Roll By"

"His Majesty, the American"

And there ALSO is his latest magnificent production—

"Douglas Fairbanks in Robin Hood"

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WINNIPEG, CANADA.

W. A. BAILLEY APPEALS FOR REPEAL DAYLIGHT SAVING OFFERS FINANCIAL SUPPORT

MGR. W. A. BAILLEY, of the Cum-Bac Theatre, Toronto, appeals to the Canadian Picture Industry to combat the Daylight Saving measure which will be introduced. The Digest has repeatedly endeavored to stir up some enthusiasm among exhibitors regarding this detrimental measure, but very little information from exhibitors, which is constructive, has been forthcoming. Are you in favor of the Daylight Saving Measure? If so, there is nothing for you to do but sit still and watch it passed.

If you are of the opinion, which is generally expressed by exhibitors, that the Daylight Saving Measure cuts down your summer receipts to such great extent, that the closing of your theatre would prove almost more profitable, arise from your sitting attitude and stir about before it is too late to accomplish the defeat of this measure, which is now possible.

Editor The Digest:—

Since I last wrote you re Daylight Saving, I am glad to see that you have taken this matter up and given it publicity, but up to the present nothing seems to have been done by the

people most directly interested, namely exhibitors and distributors in the Province of Ontario.

I have spoken to several exchange managers, also exhibitors and they are of the opinion that the only way to combat this measure, is for a committee to be present from both organizations to interview the council before this measure becomes law. I know that at the present time absolutely nothing is being done at all, and now is the time to start.

We have a real live Exhibitors' Co-Operative Assoc., who are willing and anxious to help us, and I should think that the exhibitors would be more than glad to line up with this association and help protect our own interests. I know, personally speaking, that if anyone starts anything, they may count on my full support both physically and financially.

Please do the best you can in your capacity as editor in chief of the only trade paper in Canada that is fighting our battles for us to help crush this measure, I remain,

Sincerely yours,

W. A. BAILLEY.

WANTED!

Six men.
Men of judgment, reputation and sales ability.

Men of financial responsibility and solid standing.

The exclusive agency for Keystone Comedy Revivals in the Toronto, Montreal, Winnipeg, Regina, Calgary and Vancouver territories, on attractive terms, is open.

Keystone Comedies are profitable properties for just one reason.

Keystone are sure money-makers for theatre owners.

The men we are looking for in these six rich territories are men of quick decision and prompt action.

Men who know an opportunity when they see one.

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Write or wire.

Tri-Stone Pictures Inc.

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H. E. AITKEN

OSCAR A. PRICE

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The Literary Digest

PRESENTS

FUN from the PRESS

Distributed by W. W. Hodkinson Corporation

DOUGLAS FAIRBANKS TO USE COLOR PHOTOGRAPHY IN HIS FORTHCOMING PIRATE PICTURE

ON the theory that color is the very essence of piracy, Douglas Fairbanks will use color photography in his forthcoming pirate photoplay production upon which the actual camera work will begin very shortly.

In the announcement from the Fairbanks organization that color photography will be used, it is stated that neither "fad, experiment nor ambition to do something 'different' is back of their plan," the realization of which will line Mr. Fairbanks up as one of the first of American producers to depart from the black and white.

"My reason for deciding to use color photography is simplicity itself," said Mr. Fairbanks. "All the pirate pictures I ever have seen were dis-

appointing because they were in black and white, while color is the very theme and flavor in piracy.

"We had hardly begun our research for production when it came to me that the picture absolutely demands color. We now are at work on two different processes, and although there are big difficulties to be surmounted, we shall conquest them."

Mr. Fairbanks will use no vivid colors, no greens or reds, except in relative tones.

"Pastel shades will be employed, so there will be no outstandingly predominant color," said Mr. Fairbanks. "The effect will be like a Maxfield Parrish painting, except that it will be less vivid," he explained.

Twenty-Six Educational Pictures Playing Chicago In One Week

Evidence that Educational Pictures are well represented in Chicago is presented in the theatrical advertising page of the Chicago Sunday Tribune. Of the theatres advertising on this page in a recent issue, twenty-six of them were running Educational short subjects.

Canadian Releasing Corp. Handling Big Specials

Big specials to be released by the Canadian Releasing Corporation are "The Prince and the Pauper," "The Sign of the Rose," "The Grubstake" and the English production of "The Bohemian Girl," directed by Harley Knowles and containing in the cast Gladys Cooper, Ellen Terry, Constance Collier and Ivor Novello, who has recently signed a long term contract.

"A Child for Sale" Released Imperial, Montreal

Equity Pictures Productions which is now being run by Messrs. Stuart and Phil Hazza, announce that the six reel feature, "A Child for Sale," has been released at the Imperial, Montreal. A full galaxy of stars is being featured in this six reeler. Two new pictures are on the way and will be showing shortly.

Pathe News Snaps Unique Picture, Montreal

Pathe News have snapped a unique picture at Montreal. It was a film of Miss McDuff, one of the contestants for the Queen of the Carnival, who will assume the title of "Miss Montreal." She was shown hanging on to a pair of reins while on skis behind a motorcycle fitted with sleigh runners. This machine was travelling at forty miles an hour over the snow, with the young lady flying in the rear. The film was shown at the Princess and Loew's Theatres.

"DANGEROUS AGE" DRAWS BIG HOUSES IN ALL KEY CITY PRESENTATIONS

JOHN STAHL'S production, "The Dangerous Age," made for Louis B. Mayer, and released through First National, has won the applause of both exhibitors and picture-goers in all the key cities where it has been shown so far.

Frank L. Newman, of the Newman

Theatre, Kansas City, thought so much of it that he wrote in part as follows:—

"It is not very often that I get all worked up about a picture, but I want to tell you my personal opinion of "The Dangerous Age," which was shown at the Newman Theatre.

"It is without doubt one of the best pictures I have ever seen. Pictures of this type are doing the industry a great deal of good. It is not only entertaining but sends home a message such as I am sure nothing else in the world could do.

"Every patron who left the theatre was singing its praise. The comments were 100 per cent., and we had the biggest gross business for the New Year week since the opening of the theatre.

"More power to Mr. Stahl, and I hope he will give us many more like this one for the coming year."

Big business is reported also from Detroit, from the Chicago theatre and the Tivoli and Riviera; from the New Grand Central in St. Louis; from the Circle in Indianapolis; from the Kinema, in Los Angeles.

Guy Wonders, manager of the Rivoli Theatre, Baltimore, who is in New York, and who left Baltimore on the day "The Dangerous Age" opened at the Rivoli, received a message from Baltimore, in which it was stated that "The Dangerous Age" was "knocking them for a row of ten pins."

"The Dangerous Age" opened at the Strand, New York, Jan. 28th, and played to big business in Allen, Toronto, week of Feb. 12th. The comments generally were "fine entertainment." Read Digest Review.

Musicians' Union Orders Carlos Meier To Leave

Carlos Meier, organist of the Capital Theatre, Winnipeg, was given three weeks' notice by the Musicians' Union of Winnipeg, to return to the States, as he was an American citizen and had entered contrary to the laws of Canada, if he stays over that period.

W. F. Barrett Visiting Key Centres, Western Territory

W. F. Barrett, Toronto, general manager of the Fox Film Corporation for Canada, was in Winnipeg, Feb. 1, conferring with the local manager, J. A. Wilson, on the season's business. Mr. Barrett went on to Vancouver, where he met Mr. Sichleman, of New York, head of the contract department of the Fox people, and returned to Winnipeg with him on the 12th.

St. John Opera House Queen's Square, Playing To Capacity Houses

The St. John Opera House and the Queen's Square Theatre are both crowded with those who enjoy musical comedy. The Cameo Review Company are at the Opera House at Queen's Square Mae Edwards and Company are playing to capacity houses.

MANY DISTINGUISHED GUESTS SEE LADY DIANA, "THE VIRGIN QUEEN"

A LARGE and distinguished audience saw the premiere of Lady Diana Manners in the J. Stuart Blackton film, "The Virgin Queen," at the Empire Theatre recently.

Those who are reported as having attended the Monday evening premiere include:—

The Earl and Countess of Shaftesbury.

Lord Ashley.

The Duchess of Buckingham.

Sir John and Lady Ferguson.

Lord and Lady Montagu of Beaulieu.

The Duke and Duchess of Rutland.

The Marquess and Marchioness of Anglesey.

The Marquess and Marchioness of Granby.

Mr. Guy Benson and Lady Violet Benson.

Sir Thomas Lipton.

Mr. Gordon Selfridge.

Miss Beatrice Selfridge.

Sir Philip Sassoon.

Sir Charles and Lady Allom.

Dame Nellie Melba.

Mr. and Mrs. H. Post Wheeler of the American Embassy.

Lady Alington.

The Hon. Lois Sturt.

Lord Ashfield.

The Countess d'Anjou.

Sir Hall Caine.

Lady Duff Gordon.

The Countess Furnival.

Sir John Foster Fraser.

Miss Margaret Foster Fraser.

Lady Swaisley.

Ernest Moore, the painter.

Mr. Henry Arthur Jones.

Sir H. Rider Haggard.

Mr. Edward Knoblock.

Mr. W. B. Maxwell.

Sir Frank Meyer.

Mr. Max Pemberton.

The Earl of Plymouth.

Mr. and Mrs. Douglas Sladen.

Lady Stokes.

Sir Oswald Stoll.

Sir Guy and Lady Standing.

Mr. Andrew Soutar.

Count and Countess Stirum.

Sir Thomas Trowbridge.

Lady Weigall.

Mr. and Mrs. Walter Wanger.

Lady Waechter.

Captain J. H. R. Yardley.

Mr. Ernest Goodwin.

Mr. and Mrs. Cecil Hepworth.

Lieut. Col. and Mrs. A. C. Bromhead.

Mr. and Mrs. James K. Hackett.

Mr. and Mrs. Lawson Johnston.

Mr. and Mrs. Jeffrey Bernerd.

Major Edwin Coe.

Mr. Rudolph de Cordova.

Mr. Frank Vernon.

Mr. and Mrs. Russell H. Rhodes of the American Embassy.

The picture is a J. Stuart Blackton production.

Tourneur Finishes New Picture For First National

Maurice Tourneur has finished "shooting" the scenes for his new First National release "The Isle of Lost Ships," adapted from Captain Marriott's celebrated novel of stirring sea life. All kinds of experts are being called in from the outside world these days to assist in the details of picture making. During the filming of "The Isle of Lost Ships," Tourneur had the help of an admiral of the U.S. Navy, and a former captain of submarines. The sea scenes were made off the Santa Barbara coast to which old hulks of vessels were hauled from as far away as San Francisco, where Tourneur's scouts discovered an old ship graveyard. Thirty odd ships in all were salvaged for filming purposes.

Tourneur picked a strong cast for this picture. This cast includes Anna Q. Nilsson, Milton Sills, Frank Campeau, Walter Long, Bert Woodruff, Aggie Herring and Irene Hunt. Arthur L. Todd photographed the picture.

Mgr. Capitol, Calgary, Gives Preview of "Tess", School Children with Teachers

When Mary Pickford's "Tess of the Storm Country," a United Artists release, was showing at the Capitol Theatre, Calgary, Alta., the house management gave a preview to which the school children and teachers of Calgary were invited, admission being on a card of identification from the school principal.

In addition to this the theatre management announced that any teacher in the city could offer a free ticket to "Tess of the Storm Country," to the best pupil in the class, the teacher to set the conditions and time under and during which the competition was to take place. This plan worked surprisingly well, and aroused great interest among the school children. The letters sent by the theatre management, making this announcement, was taken from one given in the "Tess of the Storm Country" press book.

Assoc. Screen News Sends Cameraman to Carnival Held in St. John

The Associated Screen News, Montreal, sent a camera man to shoot the International Skating Meet. Views were obtained of the arrival of the arrival of the skaters and of the huge crowds which greeted Miss Canada on her return to her home.

EXHIBITORS!

Have you sent in your subscription? \$2.00—52 copies.

L. R. ACKERS CLOSES THEATRICAL DEAL OF GREAT INTEREST

A THEATRICAL deal of great interest was completed recently at Halifax, N.S., when L. R. Acker took over the Strand Theatre, which has been operated for a number of years by J. M. Franklin. Acker's Family Theatre has been closed, it is understood. The Strand is a fine theatre in an excellent locality and has always been run in a first-class manner by Mr. Franklin. It was vaudeville and musical comedy chiefly with the very best of pictures.

Mr. Acker has the best for much success. He now possesses two very fine houses in Halifax. The Orpheus and Strand, as well as a motion picture theatre in Dartmouth, N.S.

Mr. Franklin is lessee of the St. John Opera House and the Community Theatre, Halifax, N.S.

Halifax has produced a number of clever managers, who are among its prominent citizens. These include J.

M. Franklin, R. J. MacAdam, of the Casino, J. McDonald, manager of the Orpheus; J. L. O'Connor, of the Majestic, and L. R. Acker, as well as others who have assisted in making the theatres successful places of amusement.

Final Scenes Shot

On "Within The Law"

Frank Lloyd has taken the entire cast of "Within the Law" to San Francisco, to "shoot" the final scenes of that picture in which Miss Norma Talmadge is the star. "Within the Law" will be released by First National.

W. J. McLaughlin

Visits Carnival, St. John

W. J. McLaughlin, of Halifax, was a visitor at the Winter Carnival, at St. John, and shot fifteen hundred feet for the Imperial Theatre.

"THE CHRISTIAN" OPENS GRAND TORONTO, FOR TWO WEEKS ELABORATE PRESENTATION

"THE Christian"—Goldwyn's feature, adapted from the story and play of the same name, written by Sir Hall Caine, has been the recipient of unlimited excellent press reviews and complimentary comments. This feature opens a two-weeks' engagement at the Grand Theatre, Toronto, February 26th, when an elaborate presentation will be arranged.

The exploitation department under the judicious jurisdiction of Will Stewart, has been delivering some very effective and extensive advance newspaper, periodical and other ex-

ploitation which should re-act advantageously for the benefit of exhibitors who play "The Christian" after its first run—glancing through a list of the various advertising mediums utilized for this picture we find—entire page in February issue of Everywoman's World, reported circulation, 8,000, Toronto. Sunday weeklies are devoting columns of space showing scenes from this feature. Editors, exhibitors and professional representatives, who attended private screenings, are lavish in their praise of this Goldwyn achievement.

OSCAR PRICE AND H. E. AITKEN APPEAR TO HAVE HIT A LIVE ONE

THERE has been a good deal of talk lately about the Keystone Reissues which are to be brought out by the Tri-Stone Film Corporation, under the management of Oscar Price, former president of Associated Producers and United Artists, and H. E.

Aitken, founder and former president of Triangle.

Theatre men seem glad of the chance to get hold of proven material—so good in the first instance that it seems to gain in popularity as it gets older.

EDUCATIONAL'S 'THE MESSAGE OF EMILE COUE' OPENS HIPPODROME

"THE Message of Emile Coue," Educational's two-reel special, was given its first private showing Friday, February 16th, at the Criterion Theatre, New York. About two hundred persons, guests of the producers and distributors of the picture and of Dr. Hugo Riesenfeld, managing director of the Rivoli and Rialto Theatres, where the picture has been booked for an indefinite run, attended.

Mrs. W. K. Vanderbilt, one of the most prominent of those interested in the Coue movement in the United States, as well as other notables attached to the Coue Committee of America, attended in person.

"The Message of Emile Coue," said Mr. Elmore Leffingwell, M. Coue's personal representative, and who handled all the Coue publicity, after an introduction by Dr. Riesenfeld, "is not in fiction form. M. Coue would not have consented to appear in the movies in that way. For,

as his message is truth, M. Coue would deal only in the elements of truth. Fiction, romance, the devices of the novelist and playwright have no part with truth, for the mechanism of the builder, clothed in the raiments of fiction or drama, preclude the conviction of the truth of his message of hope and cheer. The message is a simple, vital truth and is shown as such with no deviation from Coue's own exposition of it."

"The Message of Emile Coue," is now running at the Rivoli Theatre, New York, where it started February 18th. After this engagement it will go to the Rialto. The booking covering those two Broadway houses is an indefinite one.

Bookings continue to pour into the Educational Exchanges, and practically all first runs are closed in the big exchange centers. In addition to those already announced, Educational reports bookings embracing the entire Saxe Circuit of Milwaukee, the Circle Theatre, Indianapolis; the Walnut at Cincinnati; the Kinema, Los Angeles; and the Empress in Oklahoma City.

These complete practically all of the

first run in all territories, and second run and lesser bookings are rapidly being assigned dates. In Canada, Mr. O. Hanson, general manager, has booked all the key cities' Paramount houses—opening Shea's Hippodrome, Monday, February 26th.

Capitol, Vancouver, Robbed Receipts Twenty-Five Hundred

Special Wire, Vancouver Correspondent.—At six, Monday morning, February, 19th, the Capitol Theatre at Winnipeg, was robbed of its Saturday receipts. The watchman was bound and gagged. Four yeggs are reported to have participated in the robbery and the money they got away with amounted to twenty-five hundred dollars, which was taken from the safe. So far the robbers are reported to have escaped.

Changes Among Managers Capitol Theatre Chains

James Adams, manager, Dominion, Vancouver, has been transferred to the Capitol, Calgary. The assistant manager, Capitol, Victor Winning, is to manage Dominion, Vancouver.

United May Open Branch in Vancouver

Mr. A. Nixon, Western Canadian Representative of the United Artists, visited Vancouver for the purpose of considering the advisability of opening a United Artists' Branch there.

Vitagraph To Open Branch in Vancouver

John Fleming, of Vitagraph, accompanied by A. F. Demkier, of the Winnipeg Vitagraph office, visited Vancouver for the purpose of opening a branch there.

The Hottentot At Allen Turns in Big Week

Special Wire, Vancouver Correspondent.—"The Hottentot," an Associated First National Picture, played to a big week at the Allen Theatre. Reports on this picture are to the effect that it is a winner.

Universal New Comedies Released in Group

Universal are releasing a new group of Century Comedies, among which is listed: Six Buddy Messengers, Six Baby Peggy, Six Brownie Comedies, Six All-Star Comedies. These comedies will be sold in single groups of six only. The New Century Comedies are reported to be one hundred per cent. better than the former comedies released under this name, and comments regarding their quality have been very good.

RAY LEWIS REVIEWS 'HIGH POWER,' 'MY AMERICAN WIFE,' AND 'THE DANGEROUS AGE'

"HIGH Power," a Jack White production, with Lige Connelly, is another Mermaid which is adding high power to the Educational programme of comedy releases.

You had to make your breathing short and snappy in order to keep up with the speed of this comedy. If you took too long a breath on some of the breath-taking scenes, you missed another which went the first one just one better. In fact, breathing became most difficult during the rapidity of comedy situations which this picture presents, for between laughs and explosive exclamations of this variety, "Well I never," "Did you ever," there was not much spacing.

Dapper Dan returns from college, beating a Fast Limited across a "Stop, Look and Listen" crossing, and followed by a squad of traffic policemen, who feel lucky, at the finish, that they are alive enough to realize that they did not get the speed-breaker. Dapper Dan is feeling very Dapper as he leaps into the embrace of his Cattle King Father, who has selected a bride for him, as rare as an antique and just as attractive as some of these exploration relics, which have been hidden from the light of day for thousands of years.

The girl of his father's heart almost causes Dapper Dan to pause long enough to take a deep breath, and when she is recovered from the melee which follows Dan's attempt to evade her, she resembles an Egyptian Mummy which has been carelessly exposed to the influence of air.

Dan's father sends him off to a ranch with instructions to the boys to "treat him rough." The only one who suffers as a result is a horse which has no use for Tenderfoots, but he is even persuaded to feed out of Dan's hand.

We leave our "speedy" hero, who has abducted his "true love" seated in his car, upon the back of an elephant, which he has mistaken for Terra Firma. But he still has "the girl of his choice" with him.

"High Power" is a rattling good comedy. If Lige Connelly can live long enough to make a supply of comedies like these he will have all other comedians breathlessly pursuing his tactics. We imagine such stren-

uousness must have a tendency to shorten a comedian's years—cheer up, Connelly—I am not discouraging you, I belong to the "Day by Day Better" Brigade.

GLORIA SWANSON in "My American Wife," a Paramount production, is cast for a part which suits her particular style and ability and surrounded with an entertaining and possible story. The location is in a land of Spanish atmosphere and influence, somewhere in South America, we presume. Political rivalry makes enemies of two leading families. The son of one political representative is modeled after his father, where fair play cannot win foul play comes naturally. Even the employment of gunmen is used to annihilate any opposition which cannot otherwise be removed. The son of the other political factor appears to have as his gravest and greatest fault, a lack of interest in the affairs of his country or in the political seat which he represents. He finds horses much more fascinating.

The Chesters of Kentucky are keen on thoroughbreds also, and Manuel La Tasso, played by Antonio Moreno, having lost to an American entry, is desirous of meeting the American owner of the horse which took victory from him. He is introduced to Natalie Chester, who happens to be as fond of racers as was her dead father. De Grossa, over-exhilarated at a supper which Manuel gives to celebrate the American girl's victory, kisses her without permission and Manuel finds occasion to blacken his eye for this little caress, which results in a duel. Here is where the gunman of our friend De Grossa plays a part, but for once, as he afterwards explains to Natalie, he does not kill, through no fault of his. The American girl witnesses the wounding of Manuel and determines to nurse him back to health. They agree to love each other "til death do us part," but Manuel's mother has other plans for him and has already selected his future wife. The American girl is informed that she is de trop and she informs Manuel's family that the feeling is mutual. However, this does not destroy her love for Manuel, or her interest in his career, and she manages to obtain information and evidence which will destroy the De Grossas politically and socially. This denoue-

ment takes place at a Presidential ball and Natalie is received into the now ice-melted bosom of Manuel's family.

The acquisition of an American wife stimulates Manuel to accomplish those things which his father had hoped he would accomplish and as ambassador he promises to reflect great glory upon his country, assisted by "My American wife," to whom all the members of the house rise to give homage.

The settings were luxurious and the production marked by that lavishness in expenditure which marks so many of the Paramount pictures. Gloria Swanson wore a varied assortment of frocks and gowns. I liked her better in the tailored ones, which stamped originality of design, smartness without the bizarre trimmings. However, I daresay when some women beheld the gown made up of ermine tails, they very nearly lost their breath.

De Grossa and Manuel were excellent in their respective parts, as were indeed all the men of the cast, including the gunman who gave a very characteristic interpretation. The women, too, although having but very minor roles, reflected creditably upon the whole production. Hector Turnbull and Monte Katterjohn, as author of story and scenario, are two names with which the public should be familiar. Antonio Moreno has a large following; they will like him in his part, and Gloria Swanson's admirers will like her also as Natalie Chester. The gowns and sets should have an appeal.

"THE Dangerous Age," Mayer Stahl production, released by Associated First National, and which includes Cleo Madison, Ruth Clifford, Edith Roberts and Lewis Stone, is about the best picture dealing with the problems of married life which I have seen. From the beginning of the picture which introduces the return of Spring, and its accompanying Spring Fever, the urge of the new life, the renewal of the blossoming, the picture abounds with situations which are as convincing in their realism as they are amusing and entertainment.

This picture reflects Life as it is, tragic, complicated, and yet with its vein of humor, the possibilities of turning tragedy into comedy through the proper understanding and tolerance of the situations which go toward making up the little and big tragedies. Spring reveals the husband, played by Lewis Stone, endeavoring to convince himself that a man is as old as he feels. His young daughter's love affair turns his mind to love and he sees Romance, the call of youth surrounding him. His wife, played by

Cleo Madison, has in the necessities of life, the care of her husband and child, allowed Romance to drift out of her life, she is much more concerned with Spring cleaning, mending her husband's woollens, than with the purchase of a new Spring bonnet, or giving herself the little attentions, which make every woman only as old as she looks. The husband is obliged to visit New York, while en route he is introduced to a young lady, played by Ruth Clifford, who appears to fascinate him. She is the embodiment of those qualities he would like to see in his wife. She is alive, young, attractive, appealing, full of animation and the joy of living. The husband believes, during their continued friendship, that this girl has grown to love him, does love him, but after he has written to the woman, who has only been a dutiful wife, that he desires his freedom, so that he may marry Youth, he is awakened to the fact that his hair is white and that he is not as young as he feels, for the Youthful Charmer informs him that she regrets that he misunderstood her friendship; and that surely he never dreamt of marrying her, "Why you are old enough to be my father."

With the realization comes the recognition that after all his new love was but an infatuation and he makes every possible effort to secure the letter sent on to the wife, even wrecking his car, in front of the Limited, which is carrying his letter home.

The wife secures the letter, realizes that among the care of the necessities of life, there must be some time for play, for relaxation, a time for Romance, a time for being beautiful; and the husband beholds in this newly-awakened wife, a lovely woman.

The various bits of business, Spring Amours, the rejuvenating efforts of the husband, the daughter's wedding, the struggle to secure the letter, the flirtation between Feminine Youth and Forty Odd Years of Masculinity, were all thrilling and joyous experiences. The wedding was most beautifully done and turned all the girls "green with envy." The race with the Limited, the horse-race scene, added their part in the making of a big picture. Your audiences will thoroughly enjoy "The Dangerous Age," the moral is obvious without being forced upon you. The picture is good enough to see twice and should prove beneficial to any house. Lewis Stone has a part just written for him. Cleo Madison was excellent as the wife and I was glad to see her again. Ruth Clifford fairly sparkled as the "charmer," and Edith Roberts, as the daughter, was a little "charmer" on her very own; and quite the loveliest bride I have ever seen in some time. They gave her such a lovely wedding.

Mgr. L. Straw, Starland, Is Business Builder

L. Straw, manager of Starland Theatre, Winnipeg, seating 1,800 people, has brought much business to the theatre by his additional features, such as community singing, professional try-out night, and musical attractions by local talent assisted by the premiere picture organist of Winnipeg, Walter Dolman. Mr. Straw does not show first run pictures, but second runs of all the super-features he can get hold of from the centre of the city.

Lyceum, Winnipeg, Includes "The Strangers' Banquet"

"The Strangers' Banquet" has been bought as a special by the Lyceum of Winnipeg.

Joe F. Price To Handle Exploitation for Universal Western Canada

Announcement was recently made of the engagement of Joe F. Price one of the best known theatre and advertising men in western Canada on the staff of the Canadian Universal Film Company. Mr. Price who for the past four years has had charge of the Allen interests in Calgary resigned his position as manager of the Allen's Palace theatre in Calgary to accept the position on the exploitation and sales staff of the Universal with headquarters at Calgary.

His work in addition to selling the Universal product in the territory will consist largely of assisting the exhibitors in the towns and cities of Alberta, Saskatchewan and British Columbia in exploiting the big Universal specials. Prior to entering the film game as manager of the Allen Theatre, in Calgary, a little more than four years ago, he was engaged in the newspaper business. He was managing editor of the Morning Albertan in Calgary prior to joining the Allen forces and prior to that had earned a reputation as an authority on sport and athletics and for a number of years was sporting editor of the Morning Albertan, Calgary Herald and Edmonton Bulletin.

A year ago, when the big Palace Theatre was opened in Calgary, he moved up from the Allen to preside over the new theatre. He has handled this big theatre proposition efficiently and successfully during the past strenuous year.

His engagement by the Universal on the exploitation staff is an indication of the determination of this company not only to provide exhibitors with films but to assist them to sell the pictures to the public.

C. H. Christie Confers With Educational President Regarding Distribution

C. H. Christie has gone to New York, where he will remain for the first three weeks of February, in conference with E. W. Hammons, president of Educational, concerning the distribution of Christie comedies. Before leaving the studios, production of half of the series of twenty comedies to be released up to July, 1923, was completed under the supervision of Al Christie. Several new comedy stars will be introduced in the latter half of the year's releases, Mr. Christie announced. Two of these will be Henry Murdock and Kathleen Clifford. Murdock's first comedy is "A Hula Honeymoon," recently filmed in Honolulu, while Miss Clifford's first picture is not yet decided upon.

"My Wild Irish Rose" Selected As Benefit Picture To Equip Home

"My Wild Irish Rose" was the medium selected in Toledo to raise funds to equip the home of The Little Sisters of the Poor with electric lights. Through arrangement with the management of the Alhambra Theatre, the Vitagraph special was shown for a full week, twenty per cent. of the gross receipts going to the Knights for the fund.

Monday night was set aside as Toledo night, and each following night was named after some section of the city, closing with Saturday as Inter-urban night. On the Saturday before the opening there was a big parade, the marchers singing "My Wild Irish Rose," a song made famous by Chauncey Olcott, and which plays an important part in the picture. Nearly five hundred were in line and there was a band of forty pieces. The newspapers helped with considerable publicity and "My Wild Irish Rose" had a rousing week.

National Motion Picture League Lists Five Educational As Family Pictures

The current bulletin of the National Motion Picture League lists five Educational comedies as family films, recommended for adults and young people. They are "In Dutch," Christie comedy, featuring Bobby Vernon; "Treasure Bound," Mermaid comedy with Lige Conley; "Chicken Dressing," an Earl Hurd cartoon comedy; and the two Robert C. Bruce Wilderness Tales, "By Lantern Light," and "Moonblind." The current issues of Kinograms, Educational's news reel, are also listed.

CRITICS PRAISE "MIGHTY LAK A ROSE" CALL IT "MIGHTY FINE PICTURE"

EDWIN CAREWE seems to have accomplished his purpose in making "Mighty Lak a Rose" for First National release. At least the critics seem to agree that he has made a mighty fine picture. Their writings indicate that Carewe's work has captured their opinions that "Mighty Lak a Rose" is destined to stand out among the pictures of the year, not alone as an artistic success but as an exhibitor success.

The critic of the Exhibitors Trade review writes:—

"'Mighty Lak a Rose' registers a distinct triumph in the field of moving picture art. Its appeal is universal, every chord of human emotion is sounded in turn, the spectators thrill to the savagery of the inhabitants of the great city's underworld, responds sympathetically to the woes of the blind orphan girl and alternately to the rich vein of comedy which here and there offsets the serious trend of the story. The most hardened cynic cannot fail to be swayed by the child-like figure of the blind girl straying helplessly through the crime shadows, her very innocence a shield against the blows of designing fate."

Film Daily's critic has this to say:

"'Mighty Lak a Rose' is a mighty fine picture and Edwin Carewe de-

serves a great deal of credit for the worth-while offering which he contributes to the list of the year's best. Curtis Benton's story is a wholly absorbing crook theme that is almost entirely unlike the average and contains many thoroughly original and interesting twists that make it an unusually strong and appropriate screen vehicle. It is the sort of theme that will appeal to a large majority and the manner in which Carewe has handled it, makes use of every good point that it contains and brings out the elements of comedy and pathos in particularly convincing fashion, is all very fine. . . Too much cannot be said about the meritorious performance of Dorothy Mackaill, the blind heroine. . . There is a pathos in the climax that is a wallop and it can only be appreciated by seeing it. . . Will surely please them.

Here is part of the Morning Telegraph's enthusiastic review:

"A sweet story, full of appeal and a great deal of fragile charm. It has been ably directed by Edwin Carewe, who has touched it with life and beauty. The lighting and photography are most artistic and evidence of great care to make the entire picture a thing of beauty can be seen even in the smallest details."

sic, something that will live forever in the memory of those who see it and will fine the imagination of one generation of youth if not of several.

"'Douglas Fairbanks in Robin Hood' is a first-rate film, a fine spectacle and extremely good fun, as well," said the Daily Chronicle.

"Nothing fine in the way of reconstruction of the past has been done on the film," said the London Daily News.

"'Douglas Fairbanks in Robin Hood' must certainly be the greatest show on earth, the most thrilling and gorgeous entertainment ever presented to the public," thought the reviewer for the London Daily Express.

"The film will be enjoyed by old and young whenever it is seen," said the critic for the Pall Mall Gazette. "There is never a dull moment and there is plenty of sparkle and fun."

"It is quite impossible for any single person to give adequate raise to 'Douglas Fairbanks in Robin Hood,'" said the review for the Referee. "It is a delight to the eye, a quickener of the blood, it will be appreciated by the old who will regain something of the joyousness of youth in the sheer merry-heartedness of it; the young will dream dreams of romance; boys will yearn for lances to break and girls for victors to crown with laurel wreaths. Douglas Fairbanks has given us more than entertainment. He has given us a picture of our own country, such as when we read of the days of chivalry we endeavor to paint for ourselves, and for this we owe him thanks—and if the heart of England, remembering the real glory of her medeaval period, sighing over the sordidness of the present, gives a little thought of regret that it was left to another nation to provide for her children so rich a feast, she will not begrudge Douglas Fairbanks his triumph in 'Robin Hood.'"

DOUGLAS FAIRBANKS IN "ROBIN HOOD" CAPTIVATES BRITISH REVIEWS

THAT Douglas Fairbanks in "Robin Hood" is proving exceedingly popular with the British public and that there is no question this Fairbanks feature will set a new record for gross receipts for the British Isles, are statements contained of the Fairbanks' organization.

"This film sets a standard in production which will be hard to follow," said the London Evening News. "Clean, invigorating, noble in purpose and execution, it is a picture to show to young people."

"If you want to spend a thoroughly entertaining evening, go and see this picture. You will feel better for it," said the Star.

"It is the finest pro-English film

that has been seen on the screen," said the Sunday London Illustrated. "The picture is a tonic and incidentally a fine boost for England."

"It is one of the most splendid spectacles ever seen on the screen," said the review of the London Sunday Chronicle.

"Physically gigantic, spiritually satisfying, artistically a triumph," said the critic for the London Sunday Pictorial. "This is the finest screen romance I have yet seen."

"'Douglas Fairbanks in Robin Hood' is unquestionably the most splendid photoplay ever made," said the review for the London Sunday Express. "The truth is that 'Robin Hood' is a great work of art, a new and altogether different kind of clas-

Mgr. P. Derbyshire Is Severely Scalded

Mgr. Peter Derbyshire, of the Mavety Theatre, 215 Mavety Avenue, Toronto, was very badly scalded when he sought to turn off the overflow pipe of the theatre's hot-water boiler and had the boiling water pour over him from the top of the tank. First aid was summoned from No. 9 Police Station, which despatched Patrol-Sergeant Tough and Constable Logie to the injured man's assistance, and later had him removed in an ambulance to the Western Hospital. It was found at the hospital that he was suffering from severe scalds from the hips down.

Original from
NEW YORK PUBLIC LIBRARY

Strong Opposition

15 Below Zero Weather

But they came and packed the Allen Theatre, lined to Yonge St.
and waited for each Performance of

The English Comedy Sensation

"Me and My Gal"

FIRST IT WAS "THE BETTER 'OLE"
THEN "ALF'S BUTTON"

NOW IT'S "ME AND MY GAL"
ON ITS SECOND WEEK AND STILL HOLDING 'EM OUT

Pst-Sh-It's a Copper



Characters That Are Making Toronto Ring With Laughter

Clipped from Allen Ads in the Toronto Daily Papers

NO IF'S, AND'S
OR BUT'S.
WRITE, WIRE,
PHONE.

A REQUEST

PATRONS ARE ASKED TO COME EARLY AS
THOUSANDS OF PEOPLE ARE BEING TURNED
AWAY DAILY.

ALLEN---Now Playing Starts 2, 4, 6, 8, 10 p.m.

YOU ARE ENTITLED
TO MAKE MONEY.
ACT QUICK!

Distributed by

Famous Players Film Service Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Next---Goldwyn's Mammoth Production "The Christian"---Next

If your Business is in the North

ask Bob Stevens

what he did with

"THE HOTTENTOT"

at his Regent Theatre, Sudbury

If your Business is in the South

ask Ben Cronk

what he did with

"THE DANGEROUS AGE"

at the Allen Theatre, Toronto

If your Theatre is in the East

ask George Rotsky

what he did with

"THE VOICE from the MINARET"

at the Allen Theatre, Montreal

If your Business is in the West

ask C. H. Brewerton

what he did with

"BRAWN of the NORTH"

at his Rex Theatre, Red Deer, Alta.

and they all carry this Trademark

Ask the boys who play
First National—they'll
tell you right and that's
our biggest boost.



CANADIAN MOVING PICTURE DIGEST



This Trade Mark gives a convincing story on the back cover of this issue — turn to it now and read it — then read it again.

It's Something to Think About

TORONTO, CANADA,
FEBRUARY, 24th, 1923

Christie Comedies

Are Always
Finding
New Fields
For Fun

Whether it is One of
Christie's Famous Satires, Like

"HAZEL FROM HOLLYWOOD"

Or a Straight Farce Comedy, Such as

"SECOND CHILDHOOD"

You know Christie Comedies
will give your patrons
something original
to laugh about

NATIONALLY
ADVERTISED



Canadian Educational Films Limited

Toronto Montreal St. John
Winnipeg Calgary Vancouver

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

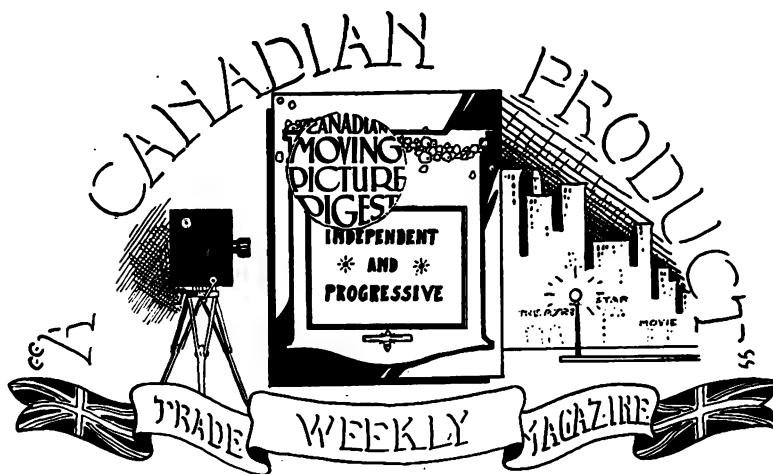
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FEBRUARY 24th, 1923

Daylight Saving Campaign

A DEPUTATION of Moving Picture and Allied Interests, Representatives of Business Associations and social service workers, called upon the Board of Control in the City of Toronto, and secured a stay of action on the enforcement of the measure of Daylight Saving. This means that the discussion of Daylight Saving will not be introduced in the City Council before Monday, March 19th. It was to have been considered Monday, March 5th.

Petitions from the mothers and working-women of the City of Toronto will be placed in your theatres, together with trailers presenting the case of the women of the City of Toronto against the enforcement of Daylight Saving. The exhibitors are urged to see that these petitions are signed and that they use whatever channels available to secure signatures in addition to those which are obtained at their theatres. Speakers, representing various women's associations will appear in your theatres for a three-minute talk against Daylight Saving. Exhibitors are requested to extend to these speakers every possible courtesy and to co-operate with these ladies in securing signatures to the petitions left in the theatres.

The Moving Picture Interests have given their support to this movement against Daylight Saving, because of the appeals which have been presented to them through various women's associations, and the patrons of their theatres; and because of the injury which they receive through the enforcement of the Daylight Saving Measure. The women of the City of Toronto, who are arrayed against Daylight Saving are not interested particularly in any financial loss which Moving Pictures sustain through the enforcement of Daylight Saving, but as an integral part of the Industrial and Commercial life of our city, the Moving Picture Industry has every right to present its case before the City Council.

The moving picture theatres not only furnish recreation for their patrons, but stimulate business activity in every centre in which they are located. The proof of this can be readily obtained by getting in touch with local enterprise in the various districts. You will find that where a Moving Picture Theatre is located the prosperity and business activity of the merchants in the theatre's neighborhood is increased. New enterprises have also sprung up around theatres, this is exclusive of the particular business which the theatre more directly creates, through its own requirements and exclusive of the enormous amount of revenue which these theatres furnish in taxes, etc., to the treasury of our city.

Business men should be urged to co-operate with exhibitors in their appeal against Daylight Saving, for financial reasons, and because the women of the city, the wives of these business men, the working mothers of our city, find that Daylight Saving disorganizes the household, adds to the mothers' daily cares and reacts injuriously upon the welfare of children.

Outside of the advantage which "sports" obtains from the extra hour, Daylight Saving can show no other reason for its introduction; and the "sporting element" as a whole are the non-voters, who are not an integral part of the Industrial and Commercial Progress of any city, nor are they among the citizens who are supporting the city with their taxes and business enterprise.

In Western Canada Daylight Saving has not and will not be introduced. In the majority of the towns and cities in Eastern Canada, Daylight Saving will not be introduced. In many towns and cities, where Daylight Saving has been introduced, it has been defeated by the people who opposed its introduction. This Opposition simply conducted its business on Standard Time, and to avoid the confusion which followed, Daylight Saving was allowed to fall into disuse. The most important factor in regard to Daylight Saving is the fact that it is only a measure, which can not be enforced legally, a request from the City Council, that the citizens observe its ruling.

Exhibitors, this is your battle as well as the battle of the women and mothers of the City of Toronto. You will be affected financially, therefore your financial, as well as moral aid is solicited. Exhibitors who have not contributed financially, are urged to send in their contribution at once. A minimum rate has been fixed of twenty dollars for theatres seating three hundred to five hundred, theatres of larger seating capacity will please contribute in proportion. Don't wait to see what the "other fellow" is going to give, give what you can afford to give, and send in all contributions to Mr. Wm. Brady, manager of the Madison Theatre, 506 Bloor St. West. Bear this in mind, we need money to pay for organizing our campaign. Our success will be according to the financial and moral support which you give us. Give now, and give, not only what you can afford to give, but a little more. It is putting money in the bank. You will collect the interest on your investment when Daylight Saving is eliminated and the Summer Season loses its terror for you financially.

—RAY LEWIS.

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 Colored Gelatine
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 (Plano, Meniscus and
 Bi-Convex)
 Display Frames
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 Exit Signs
 Film Boxes
 Film Cement
 Film Menders
 Film Rewinders
 Fire Extinguishers
 Fort Wayne Compensarc
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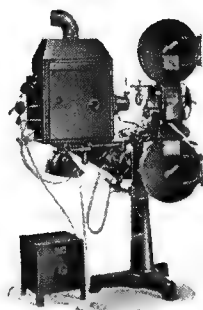
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"Everything from the Street to the Sheet"

FOUR FEATURES ON FIRST NATIONAL RELEASE SCHEDULE FOR MARCH

FOUR productions of feature length are on First National's March release schedule: "Scars of Jealousy"; "Refuge"; "The Isle of Lost Ships," and "Daddy."

"Scars of Jealousy" is a Thomas H. Ince production originally produced under the title of "The Brotherhood of Hate." The story, written by Anthony Rudd, deals with city and mountain life in the south, and the jealousies that are engendered among brothers when one of them is adopted by a wealthy plantation owner. The typical Ince thrills dominate the picture while romance, bred of action, comes to the front in the stirring climax that centers around the frustration of a lynching party. Frank Keenan, Edward Burns, Lloyd Hughes and Marguerite de la Motte play the leading roles. The picture was directed by Lambert Hillyer.

"Refuge" is promised as the most romantic picture Katherine MacDonald has ever had with all the thrills and action of a Graustark adventure. The action transpires in the imaginary kingdom of Morvinia with Woodrow Wilson's favorite actress cast in the part of a countess. The action has been embellished with beautiful sets and gorgeous gowns, while

the painstaking direction of Victor Shertzinger has provided several novelties in presentation. The cast, in addition to Miss MacDonald, includes: Hugh Thompson, Edmund Carewe, Fred Malatesta, Eric Mayne, Matilda Brundage, Grace Morse, Victor Potel, J. Gordon Russell and J. Gunnis Davis.

Capt. Marriott's South Sea Island adventure story, renamed "The Isle of Lost Ships," will be Maurice Tournier's contribution to First National's March releases. Excessive care has marked the production of this picture, the company traveling thousands of miles from home for accurate realism in the production of many of the scenes. The story deals with the discovery of a lost colony on an uncharted island by castaways and the fight for the treasure in the lost Spanish galleons.

In the last week of March, First National will release Jackie Coogan in "Daddy," the next to last feature that the little star will make for this organization. Few details have been made available regarding the production up to the present time, although a print of the picture is expected in the east almost any day.

VITAGRAPH'S 'A FRONT PAGE STORY' TIES UP WITH NEWSPAPER

"A FRONT PAGE STORY," Vitagraph's newest Jess Robbins' production, is proving to be a splendid tie-up for daily newspapers. A front page contest, in which prizes are offered for the best story each day, written by other than newspaper people, has been very successful. The stories are confined to purely local subjects and must be good enough to be printed on the front page, and they are printed there.

The Toledo Blade has used a tie-up

of its own invention. The picture has frequent reference to the value of newspaper advertising and uses the expression, "Want ads. get results." The Blade, for two weeks before the showing of the picture at the Temple Theatre, ran a two-column scene cut from the production each day, with a brief synopsis of the story and closing:

It shows that want ads. get results.
Phone your ad. now to the Blade.
The house naturally benefited.

Mgr. Armand Rondeau Reputed To Be Wizard in Showmanship

We hear great accounts of Armand Rondeau, who recently took over the Holman Theatre, Montreal, now called the System. From being a heavily losing proposition, we are informed that Armand has by some special wizardry of his own, made the house into a winner. Armand was always a live wire, but this looks like his best effort to date.

Majestic, St. John, Enjoying Good Business

The Majestic Theatre is doing excellent business with the Carroll Players, who are earning golden opinions on all sides. A company of The Carroll Players opened in St. John, on Feb. 26th, at the Opera House, with splendid attendance.

SUBSCRIBE TO THE DIGEST
\$2.00 A YEAR.

Theatre Business Good At Windsor, N.S.

Business at the Opera House (H. S. Mitchell, manager) and at the Imperial Theatre, Windsor, N.S. (J. H. Bustin, manager), continues good despite the attractions of winter sports which have been very great this season.

Mgr. Joe Bernier Stirring Things Up With Sure-Fire Hits

Joe Bernier, the quiet manager with the big results, is doing good business at the Auditorium, Quebec, and has astonished the Ancient Capital with some sure-fire hits just recently. He has a few others up his sleeve too, and will exhibit them in due course.

Mgr. Harold Brenner Building Up Court As Second-Run House

The Court Theatre, Montreal, now being operated by the Sparrow Amusement Company, of which George Sparrow is vice-president, is being successfully run by Harold Brenner, the manager. He is gradually putting the theatre on the way.

Miss Montreal To Enter Paramount Beauty Contest

Miss Gabrielle Rivet, who was selected as "Miss Montreal," to compete in the "Miss Canada" contest held by the Winter Sports Committee, Montreal, has accepted the invitation of the Famous Lasky Film Service, Ltd., to represent the city of Montreal, in the "National Prince of Wales Beauty Contest." It is understood that Miss St. John, who won the title, and the other contestants, will also enter for the honors. This contest, which concerns the Dominion of Canada only, is being held by the Paramount Picture Producers in conjunction with the film, "When Knighthood Was in Flower." For the painting of the portrait, the winner will be attired in the "Marion Davies gown," a title given to the robe worn by the screen star in the picture. It is planned to have the contest close early in March.

Satan's Paradise
Canada's First

MGR. PURSEL KEEPS UP GOOD WORK SENDING REPORTS

"Sherlock Holmes"—John Barrymore. Goldwyn. Reels, 8. Story, A-1 condition and title of film good. Remarks, a picture that went big with me—an A-1 feature.

* * *

"Foolish Wives"—Von Stroheim. Universal. Reels, 11. Story, condition of film and title good. Remarks, I would consider this a great picture, it did not go big with me, and it was funny to hear the comments, yet we did well enough against cold weather,

lack of coal or gas, with 'flu still with us.

* * *

"Calvert's Valley"—John Gilbert—Fox. Story, awful. Condition good, save that there was a big scratch running down the middle of the film. Title good. Remarks, star not known, did not draw and certainly did not please, understand this star has made some good pictures, but unfortunately I could not afford to book him again. Personally, what I think of the film would not look good in print.

HERBERT DIXON, MGR. LYRIC, PROTESTS AGAINST THE C.O.D.

MANAGER HERBERT DIXON, of the Lyric Theatre C.O.D., voices the following protest on the C.O.D. ruling.

When has this arbitrary conduct to cease?

To the Editor of Canadian Moving Picture Digest:

Dear Sir:

After reading over your article re "Picture Distributing Association, governing C.O.D. films," it reminds me of the bookie on the race track. Heads you win, tails I loose. To my mind it will not make one cent of difference in the cost of film rental, and it is just one of those many grievances that exhibitors have to contend with, whether they approve of it or not. The distributors are always trying to economize out of the exhibitor. For example, when the express charges to and from the head office were placed on the exhibitor, it was distinctly understood that by paying this extra express amount we would have our films revised and sent out in good shape. Many times I have received films that have never seen the head distributing office for revision, but have been picked up at the railway station and readdressed to another exhibitor. I make this assertion without fear of contradiction.) In talking over this particular matter with a film manager the other day, he explained it to me this way: That the distributor never intended to have the films revised, but that this return express charges had emanated from the United States, and of course, Canadian distributors had to follow in the same footsteps.

There is no doubt distributing exchanges have many grievances to contend with, but they always appear to get out of their difficulties by periodic-

ally charging it on to cost of service or film rental; for example, in 1916-17 we could get "The Triangle" program, two changes per week, including express charges, all advertising, slides, cuts, and anything you wanted for the sum of \$28.00. This program consisted of a 5, 6 or 7-reel feature, and a two-reel Keystone Comedy. Now compare this with what we are paying today for the cheapest junk you can screen, plus all charges.

Now, you small town brother exhibitors, I have thrown the gauntlet, and trust that it will not be in vain.

I am yours very truly,
HERBERT DIXON.

Lyric Theatre, Minnedosa, Man.

Miss Bessie Selig With United Artists

Miss Bessie Selig, formerly office manager for Associated First National in St. John, N.B., is now with the United Artists, in Montreal. This young lady has a long connection with motion pictures, having been secretary also for F. Spencer, who runs the St. John chain of theatres.

G. E. Akers Visits Montreal With C. Weeks

G. E. Akers, general manager for Canada, of Famous Lasky, was in Montreal recently, looking over prospects, and with him was Carl H. Weeks, Canadian representative of the company. Eddie English, Montreal manager, has just returned from a trip to the Maritime Provinces.



Orpheus Theatre, Halifax, To Play Big Universals Taylor Reports Optimistic

P. C. Taylor, manager of the Canadian Universal for the Maritime Provinces, recently returned from a trip to Halifax. While there a private screening of "Driven," was held for exhibitors and the press. This splendid picture was wonderfully well received, and it, as well as "The Flame of Life," and "The Abysmal Brute" are booked for the Orpheus Theatre, Halifax, all to play before May 1st. The Radio King Serial will also be at the Orpheus, while eight "Jack London," two-reelers are booked for the Strand.

The Strand Theatre will run pictures and "Tab," it being L. R. Acker's policy, it is understood, to show Tab, and a serial the first half of the week. Tab and two reel dramas the last half.

Generally, Mr. Taylor said, there is a more optimistic outlook in the Halifax theatre business and conditions are improving.

Mgr. Rudolph Vallee Polishing up Casino Theatre

Rudolph Vallee, the movie king of Sherbrooke, is thoroughly renovating his Casino Theatre in the tight little Eastern Township's capital, Sherbrooke. It is at present closed and Mr. Vallee will open shortly as a brand new Opera House. In the meantime his Premier Theatre in the same city, is playing to big business.

Comments in Montreal On C.O.D. Ruling Find It Satisfactory

Comments on the recent C.O.D. rule on films and accessories laid down at the meeting of the Motion Picture Distributors' Association, and agreed to by all exchanges under the Association, runs along the following lines: "The enforcement of this rule should work no hardship on exhibitors. As a general thing invoices are mailed from ten days to two weeks prior to the showing dates. This gives ample time to exhibitors to forward their cheques according to the terms of the contract. In the event of a shipment going forward C.O.D. before cheque has been received, the exchange will return the cheque if so advised, or it will be applied to payment against other subjects that may have been booked. The exchanges are expecting full co-operation from exhibitors in this matter. It is announced that all accounts, both large and small, will now be handled on exactly the same basis."

MGR. W. P. McGEACHIE SENDS LIST OF PICTURE REPORTS "FAIR AND UNINFLUENCED"

February 16th, 1923.

Ray Lewis,
Moving Picture Digest:

The above is an independent theatre owned and managed by Mr. Simpson and McMullen. I have been requested to send in reviews weekly on all pictures we play, and you can rest assured they will be fair, as we are not influenced by any outside "control."

Sincerely,
W. P. McGeachie,
Publicity.

"Lorna Doone"—First National. Good. Might say extra good, as they sure liked it here. It's costume stuff but lots of action. High-class, artistic. Received all accessories ordered. Used twenty-fours. Special painted signs. Old English lettering. Ran story (condensed) to 8 chapters in local paper. Story finished on day picture opened. Went after kids with best example of English romantic literature stuff. Used song with slides from Witmark, N.Y. office (free) and a real singer for prologue.

* * *

"Bells of San Juan," 5 reels with Buck Jones, Fox. Beg pardon, Charles Jones. Not much. Heard a lot of kicks. There may be a place for it but not this house. Crude.

* * *

"Ninety and Nine"—Vitagraph. Everybody enthusiastic about this one. Good story, nicely photographed leading up to a real thrill. Paper on this great, especially the 24-sheet. Used window cards. Special signs. Railway signal in front, Stop, Look, Listen, etc. Business better every day. Saturday couldn't hold 'em, either matinee or night. Don't tell Vitagraph.

* * *

"A Front Page Story," Vitagraph. 6 act farce comedy. Good stuff. Horton real comedian. We had first

run in Canada (Bunk) and as a result had no newspaper cuts, as they were still in customs. Worked with mayor and editor of both papers and received letters from each boosting production.

* * *

"A Song of Life," First National. Sob stuff, but real. They liked it, especially the ladies. Used a line in all advertising, "It should be FOR WOMEN ONLY, but it isn't." Played for the women and got them.

* * *

Urban Classics, Vitagraph. Short stuff. Run one a week. Had eighteen to date and every one good.

* * *

Hall Room Boy Comedies. Had three. First two, good; third fell down. Regal.

* * *

Charlie Murray All-Star Comedies. Hodgkinson F.P.F. Co. Had two, both good.

* * *

Pathe Playlets—3 reel re-issues. Had one for one show only. "Via Wireless." Don't do it!

* * *

Century Comedies, Universal—Consistently pleasing.

* * *

"The Masquerader"—(Guy Bates Post). Great. Went big here. Used the old Raffles stunt. Got a couple of columns free stuff. They didn't get him until Saturday morning. Had him walk across stage disguised preceding feature, Friday. Result free newspaper stuff all through run. Am sending some of newspaper stuff. If you think it's worth passing along, do so, if not the W.P.B. is the place for it.

W. P. McGEACHIE,
Castle,
Publicity.

"If you put in the W.P. Basket, put the basket in the safe." Bill Stewart pulled that one.

days after signing his contract he is said to have informed Arrow that he intended cancelling. Arrow is said to have informed him that they would hold him to his contract.

The case was reported to Hoy Reporting Service, and to the F.I.L.M. Club, and that the Joint Arbitration Board filed a judgment against Samuelson of \$100. Upon his refusal to recognize the decision of the Board Service was cut off from his theatre by the other exchanges. It further alleged that Mr. Hays and his organization directed the action against the Park Theatre. Mr. Samuelson is seeking an injunction to prevent the defendants from demanding exorbitant advance deposits for films, from charging exorbitant prices for films, an order restraining them from refusing him service and from forcing him to submit to the decisions of their arbitration board. He estimates his damages at \$150,000. Since his plans involved the erection of a new theatre, which he alleges the defendants killed.

"Glengarry School Days" Creates Exceptional Interest Imperial, Ottawa

The Imperial Theatre, Ottawa, Ontario, presented the second picture produced by Ottawa Film Productions, Limited, "Glengarry School Days," during the week of February 19th, exceptional interest being taken in the screening because of the local appeal of the feature.

"Terwilliger" In Production Clark Irvine Engaged For Special Publicity

Arthur H. Jacobs, who is nearly ready to screen "Terwilliger," first of his Frank Borzage Productions, has engaged Clarke Irvine as special publicity representative for the company, which will release a series of features through First National.

Irvine is one of the real vets in film publicity writing, having been among the first studio press agents back in 1913, when he worked with Chaplin, Harold Lloyd and various studios and stars.

More recently he was with Goldwyn and Warner Bros. He is making his headquarters at the United Studios, where Jacobs is preparing to start camera work on "Terwilliger," which was published in the Metropolitan Magazine and serially in many newspapers throughout the nation.

S. E. SAMUELSON SUES HAYS ASSOCIATION FOR CONSPIRACY

S. E. SAMUELSON, an exhibitor of New Jersey has started a suit against W. H. Hays and the Motion Picture and Producers Association, its individual members, the officers of the F. I. L. M. Club, and the Hoy Report-

ing Service. The charge is conspiracy to drive him out of business.

Mr. Samuelson is manager of the Park Theatre. It is alleged that he contracted with Arrow Films to play "Ten Nights in a Barroom"—Two

CHRISTIE COMPANY GOES TO TRUCKEE PILGRIMAGE OF CHRISTIE COMEDIANS

AL CHRISTIE left for Truckee with twenty people, three wind machines, a wooden horse and the funny plot of a farm yard comedy down in Maine, the continuity of which has just been finished these last hot days, we Torontonians are glad it's warm somewhere) by Frank R. Conklin.

Dorothy Devore will be starred in the new comedy, supported by such players as Babe London, Earl Rodney, Ward Caulfield and many others. The story is a good old Eastern winter's tale called "Winter Has Come," described in the synopsis as a "simple tale of American farmer lasses, ear-tabs and goloshes" having nothing to do with the famous novel of a similar name, not even a burlesque.

Last year at this time Mr. Christie filmed his "Cold Feet" at Truckee,

that being the forerunner of a long line of snowy comedies, chiefly about the Northwest Mounted, Alaska, etc., but this new comedy is much different in type and also the first of its kind to be produced in comic vein.

While the Truckee company is away, another comedy is being finished at the studio, "Green As Grass" featuring Jimmie Adams, and directed by Scott Sidney; while a third picture featuring Bobby Vernon and directed by Harold Beaudine, has just been started.

The Christie studios are now in the second half of production of the series of 1922-23, one-half of the total output of comedies for the year being completed. All of the pictures mentioned above are for release in April and May of this year on the Educational programme.

"HAZEL FROM HOLLYWOOD" UNUSUAL COMEDY TITLE FOR EXPLOITATION

HAZEL From Hollywood," one of the new Christie Comedies released in January, is offered to exhibitors as an unusual opportunity for advertising to the public, which has at this time heard more about Hollywood than any other community of its size in the world.

The new comedy is commented on in "Picture Play" magazine this month, as being one of the outstanding comedies of the year which turn to satire on the movies themselves for its theme. It is mentioned as one of the forward steps in the new type of comedy which is supplanting broad slapstick and turning to ideas which the public can grasp and enjoy because of its lampooning of the old established tradition of movie "hokum."

Dorothy Devore is featured in

"Hazel From Hollywood" as the movie struck maid from the middle West in a ham-and-restaurant along the famous movie rialto, serving beans and soup to Gloria Swanson, Mary Miles Minter, Valentino and other stars, and writing the folks back home that she "lunches" with such luminaries daily.

The Christie organization feels that the new comedy has an even stronger box office title than "That Son of a Sheik," which was its first release of the current season and which was widely exploited because of its timely burlesque.

"Hazel From Hollywood" is not being released as a special, but as one of the twenty Christie Comedies which are being offered this year through Educational exchanges.

Mgr. Stapleton Offers Fifty Dollars As Prize For Picture Title

Unusual activity was seen in Ottawa during the week of February 2th. This activity centred around the Centre Theatre, the manager of which is Don Stapleton. Patrons at this theatre were given a chance to name a new title for the current attraction, and a prize of \$50 was offered for the most appropriate title selected.

Another event was the personal appearance at the theatre of Miss Eileen Maxwell, a beautiful young Montreal lady, who figured prominently in the selection of a Queen for the Montreal Winter Carnival. Miss Maxwell was shown on the screen at every performance and was also introduced in person at evening shows. The Ottawa Citizen published a tie-up "Beauty Page" in connection with the visit of Miss Maxwell.

"Robin Hood", Capitol "One Exciting Night," Allen

United Artists announce that "Robin Hood" will be shown at the Capitol, Montreal, and "One Exciting Night," at the Allen. No dates have however, as yet, been fixed.

J. Keller Appointed Assistant General Manager Canadian United Artists

Mr. R. K. Evans, General Manager, Canadian Exchanges, United Artists Corporation, Limited, announces the appointment of Mr. Joe Keller to the position of Assistant General Manager of Canadian Exchanges for all Canada.

Another New Theatre For L. R. Acker

It is reported that L. R. Acker, the well-known Halifax Theatre owner, is negotiating for the purchase of the Strand Theatre, Kentville, N.S.

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A TRADE MARK DRAWS BECAUSE OF EXCELLENT PRODUCT

DURING the past two weeks there has been mysterious whisperings regarding First National's connection with the Temple Theatre at Hamilton. First National officials have clearly stated that they have nothing to conceal and are merely putting in working form a belief they have always held, that is, that an exhibitor giving a consistent presentation of First National pictures at a set admission price policy will be successful. First National believes that their pictures are the equal to the greatest produced; that their percentage of proved box office attractions is relatively high.

Those knowing the Hamilton theatre situation will agree that in selecting the "Temple," First National has chosen one of the hardest propositions in Ontario to put over. It is also known that this house has not been successful for the past one and a half or two years. First National took over the theatre on a Saturday, and with no attempt made to put over the following week's programme the receipts amounted to \$325.00. The following week under an active advertising campaign, "The Dangerous Age," did

\$942.42. This was followed by "Brawn of the North," which was given rather extensive exploitation, and the receipts for the week climbed to \$1,123.56. These figures are open for the examination of any exhibitor and they can further be checked from the tax returns of the theatre.

It is not the desire of First National to enter into the theatre field, but it has been a source of satisfaction to them to take a house like the "Temple" and increase its earning power almost 400 per cent. in a two weeks period.

Pictures to follow in this house are Marshall Neilan's "Minnie," Richard Barthelmess in "Sonny," Guy Bates in "Omar, the Tentmaker," and Madge Bellamy in "Lorna Doone." It must be admitted that First National has not selected all of the best pictures on their program, and credit is due them if they can continue the improvement shown above with this lineup without resorting to such mighty fine pictures as "Mighty Lak a Rose," "The Hottentot," "Fury," "Bell-Boy 13," and others yet to be released.

DENTELBECK SECURES BURKO FOR CANADIAN THEATRE SUPPLY CO.

MR. C. A. DENTELBECK, president of the Canadian Theatre Supply Company, in announcing that Mr. R. B. Burko, late of the Perkins Electric Limited, has joined their organization says: "While I appreciate that business is somewhat on the decline, due to the flu and possibly to the great number of people who have gone for winter sports. Are the exhibitors really plugging or are they sitting back and wondering how bad business is.

"To my mind, it is the easiest thing in the world to make a house a back-number, and the hardest to revive it. While good pictures are necessary, atmosphere plays second to none. To illustrate my meaning, not so long ago the manager of a rather pretty house overheard a patron remark to another that the show was not good. This astonished him. The picture had already proven successful, his house was cosy and nicely decorated. I happened to be in the booth shortly afterwards, and the operator mentioned that his machine needed eye-shields, but the manager could not see his way clear to purchase these, the reason being business was bad. Therein was the trouble. The operator was not giving his full attention to his work. Re-

sult the picture was not shown to its full advantage. You, yourself have possibly gone to see a show which was highly recommended and came away rather disappointed. This cause I sincerely believe to be attributed to your state of mind. You feel fine and yet somehow, you cannot enjoy it. Bad projection has done more to cause this feeling than anything else I can think of. Possibly 80 per cent. of your patrons do not know enough about projection to realize that it is bad, nevertheless they are effected and cannot account for it. In the case of the manager, a few dollars well spent, would possibly have remedied this situation. We must not forget that there is no better advertising, good or otherwise, than the "mouth to mouth" method.

"However, we are very optimistic regarding the future, and are building an organization, which can be of good service to the exhibitor, if he cares to take advantage of this. Our first move was in obtaining Mr. Burko for our company. Mr. Burko, who I believe to be one of the foremost theatrical equipment men in Canada, has already professed eagerness to help the exhibitor solve his equipment problems."

Mgr. Vallee Comments On C.O.D. Ruling

February 21, 1923.

Moving Picture Digest,
27 Jarvis Street,
Toronto.

Dear Editor:

This is my opinion regarding C.O.D.'s on films. It would be O.K. if the exchanges would only be conscientious. I will give you a few examples of troubles caused me by C.O.D.'s

I had a shipment one time of a feature, \$12.50; and comedy, \$2.50, also advance posters. Received C.O.D. for \$27.50 as follows: Feature \$12.50, comedy \$12.50, and posters \$2.50, a mistake of \$10.00 on comedy. Another time I was booked with a feature and comedy for a Sunday, received feature but no comedy. C.O.D. for feature and comedy.

One time I was booked with a feature for a Friday and Saturday. The exchange changed the feature on me at last minute without notifying me and send shipment C.O.D., plus advertising on same, after I had paid for other advertising matters.

Sometimes a concern will ship you C.O.D. with films advance posters for 4 or 5 weeks in advance, and then one week before showing, ship you another set of posters C.O.D.

These are but a few instances with which an exhibitor has to put up with. If only the exchange men were conscientious, these things would not (probably) happen.

Very truly yours,

J. A. VALLEE,

Roseland Theatre Co.,

East Angus.

Pauline Garon, of Canada, To Play in "Terwilliger"

Pauline Garon, young and beautiful winner of whirlwind starring honors for her excellent portrayal of Tillie, the flapper, in de Mille's new picture, "Adam's Rib," has just signed a contract with Arthur H. Jacobs, producer of the new Frank Borzage Productions for First National.

She will leave for Hollywood immediately after completing her role in George Melford's film, "You Can't Fool Your Wife," which is being made in Manhattan.

Miss Garon is due on the coast by the 24th, to play in her first scenario for Jacobs. It is "Terwilliger," which was published in the Metropolitan Magazine, and serially in newspapers throughout the nation. The script is by Agnes Christine Johnston and Frank Dazey, and will be personally directed by Frank Borzage.

COLEMAN ELEC. SUPPLY EXHIBITORS WITH VERY FINE CATALOGUE

ALL you have to do is to write Mr. Coleman, of the Coleman Electric Co., and you will be supplied, free of any charge, with a catalogue, which does not only quote prices on all your theatre equipment and supplies, but furnishes general information of importance to exhibitors.

The slogan of this company is "Courtesy With Service," and those who have had business dealings with Mr. Coleman, know that this slogan is faithfully adhered to.

In quoting from the foreword of

the catalogue, we find, "It is our constant aim and object to serve our customers in the way most to their advantage, and we believe that with a very complete and thoroughly proven stock of supplies, excellent shipping facilities and low expenses, we have achieved that object."

Special attention is called to the repair department, where repairs are guaranteed or money refunded. The Service Department is a consulting station, with helpful advice and suggestions given free of any charge.

"THE CHRISTIAN" HELD OVER SECOND WEEK, GRAND

THE engagement of "The Christian" at the Grand, Toronto, opened to S.R.O. business, both matinee and evening of Monday, February 26th. The business during the entire week is holding up to the opening, and it looks as if the second week will be just as largely attended. The presentation has been very nicely handled, both in regard to exploitation and prologue. The opening introduces the young disciple of the High English Church, "The Christian," singing, in excellent voice, Invictus, "Caption of My Soul," attired in priestly robes,

before the altar, which dissolves upon the completion of the song into the figure of John Storm in the picture and the story unfolds.

The feature was preceded by an Educational scenic, depicting scenes in England, which fitted into the atmosphere of the feature picture most appropriately, since the story is centralized around the Isle of Man and in London, and proved most entertaining. It looks as if Goldwyn will have an excellent box-office picture in "The Christian."

ANOTHER CANADIAN MADE PICTURE 'SATAN'S PARADISE,' WELL-EXPLOITED OPENS AT ALLEN, TORONTO

"SATAN'S Paradise," another Canadian-Made feature, produced by Filmcraft Products, and exploited in a most comprehensive and far-reaching manner by Helen Ball of Filmcraft, opens a week's engagement at the Allen, Downtown, this being its initial opening.

Thursday, March 1st, saw a preview presentation before many representative organizations, both women

and men. So thorough has been the campaign on publicity, that even in the sacred precincts of the City Hall, where no advertising has ever dared to show its "publicity face," a photo of Alice Dunn, ingenue lead of "Satan's Paradise," and an announcement of the opening engagement appears and arrests the attention of the many thousands who visit the City Hall daily.

"ME AND MY GAL" CLOSES TWO BIG WEEKS AT ALLEN

"ME and My Gal" closed two of the biggest weeks at the Allen Downtown Theatre, Toronto. The comment around this city was uniform in its expression and voiced the opinion that Famous Players have secured another "Better 'Ole." Following up the engagement in Toronto,

"Me and My Gal" played the Allen, Montreal; Regent, Ottawa; and Capitol, Hamilton. In Montreal, phenomenal business attended the presentation. French and English titles of the French-Canadian slang flavor, replaced the cockney humor of the original titles.

The picture is quite likely to run a second week. Mgr. Rotsky reports that it is "the talk of the town," and that the gross for the week will equal the gross of any picture played during the season.

Ottawa report, through Manager Kennedy, can be summarized by the following telegram addressed to Famous-Players, "Me and My Gal" opened to FLOKT stop. This is one hundred and sixty dollars bigger than Knighthood opening, stop. Matinee weather and night good, picture went over big."

Reports from the Capitol, Hamilton, state that "Me and My Gal" established a record for the theatre, the gross on the opening being greater than any Saturday or holiday in the history of the house under the present policy.

February 26th, 1923.

Canadian Moving Picture Digest,
Toronto.

What do you think of my line-up of subjects for a small town?

To my opinion, "Foolish Wives" is not as good as the advertising would lead a person to think it was. It is more of a city picture.

"The Storm" is good, and will stand a return date. Also "Human Hearts" is a real picture and very much like real life. This, in my opinion, will make good whenever it is shown.

Yours truly,

J. A. MORRISON.

Manager Star Theatre,

Meaford, Ont.

The line-up which Mgr. Morrison refers to is: "Foolish Wives," three days; "The Storm," three days; "Human Hearts," "Under Two Flags," "The Kentucky Derby," all Universals. "The Ninety and Nine," two days; "A Front Page Story," two days, Vitagraph pictures, "The Man From Glengarry," two days; "The Rapids," two days, Shipman releases.

Mgr. Morrison informed his patrons that the pictures mentioned were the "farewell series" before he stepped out of Star Theatre, to be replaced by the new owner, Mr. J. C. Silverthorn, of Georgetown.—(Ed.)

Serious Fire Damages Capitol, Glace Bay, N.S.

A serious fire took place at Glace Bay, Nova Scotia, in which great damage was done to the Capitol Theatre there. Damage estimated at \$30,000.

Motion Picture Operator wants position. Best of references. Union operator. Apply or wire Lyric Theatre, Kirkland Lake, Ontario. D. D. Brady.

Original from

"All bound 'round with a little woolen string"

The Package—Complete

1. Preliminary advertising
2. The film
3. The exhibitors' contract
4. The exhibitors' advertising
5. Posters
6. Lobby display
7. Sales suggestions—to you, and the exhibitor

SUCCESS in any business comes from wise management. Given a good product,—most of the "management" consists in **Presentation** and **Sales**.

The reason one man makes a great deal of money and another, with the same proposition, fails,—is usually **man-agement**.

When you deal with the Keystone proposition, you have the benefit of the **management** of some of the cleverest sales promotion men in the business. The proposition is so complete that the plan has only to be **worked** to give big results.

We supply the plan; you do the work. Both sides profit.

* * * * *

Keystone New Edition

The first series is nearly ready. Syd Chaplin is hard at work and reports that an advance print of Charlie in "Dough and Dynamite" will be in New York by the first of March.

Territory being closed daily.

But it's a big country.

All persons are warned against using unauthorized prints of Keystone Comedies. **Tri-Stone Pictures, Inc.**
565 Fifth Avenue, New York
Oscar A. Price H. E. Aitken

EXHIBITORS!

Your Report on Pictures Please.

EXHIBITORS

Mail in
your contribution
for
**THE
DAYLIGHT
SAVING
FUND
CAMPAIGN.**

All checks
made payable
to

Daylight Saving
Fund and
mailed to
Mr. Wm. Brady
Madison Theatre
506 Bloor St.
West
Toronto.

FIRST NATIONAL BELIEVES:

that with a consistent presentation of First National Pictures and a set admission price policy any theatre will be successful.

And concrete proof lies in the BOX OFFICE STATEMENTS of the TEMPLE THEATRE, HAMILTON, where the receipts have INCREASED 400 PER CENT. despite poor industrial conditions and prevalent sickness.

Former Business	"The Dangerous Age"	"Brawn of the North"
\$325.00	\$942.42	\$1,195.56
for the week	for the week	for the week

These figures can be checked by box office statements or Amusements Tax Returns of the theatre which are open for the examination of any exhibitor.

The pictures to follow in Hamilton are:

RICHARD BARTHELMESS

in

"SONNY"

Marshall Neilan's

"MINNIE"

with

LEATRICE JOY

GUY BATES POST

in

"OMAR the TENTMAKER"

MADGE BELLAMY in "LORNA DOONE"

They are not the best pictures on First National's program so you'll have to admit that when we state a belief and prove it out in actual figures, it's up to the exhibitor who is crying about poor business to study the facts.

What Will the Temple
do with
"MIGHTY LAK A ROSE?"



What Will the Temple
do with
"FURY?"

CANADIAN MOVING PICTURE DIGEST



CLASS WILL TELL

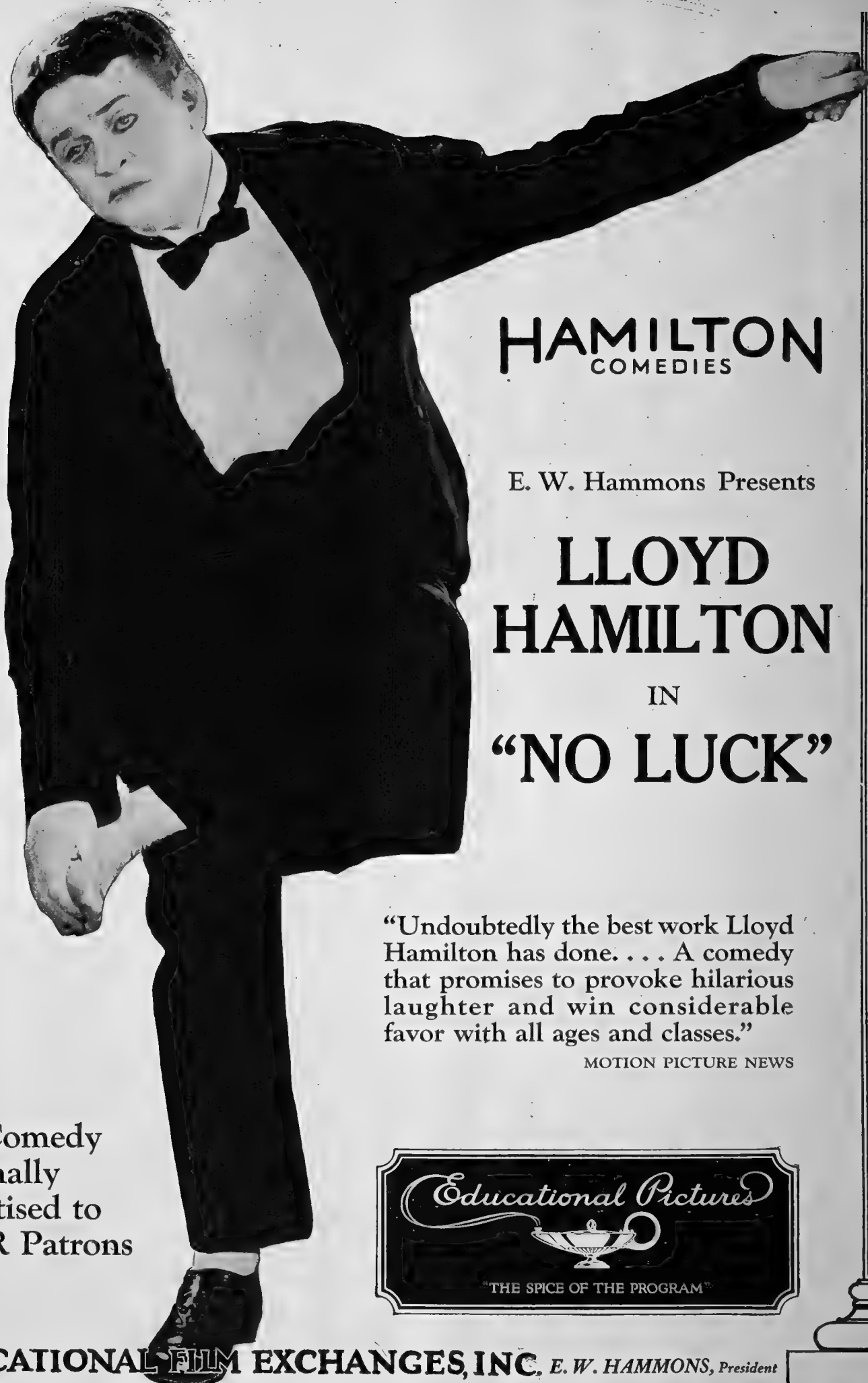
said Lou Marsh when Granites trimmed the
Hamilton Tigers.

And First National repeats—

CLASS WILL TELL

and it TOLD when they came through with
17 STRAIGHT RELEASES IN THREE
MONTHS WITHOUT A BLOOMER.

TORONTO, CANADA,
MARCH 3rd, 1923



HAMILTON
COMEDIES

E. W. Hammons Presents

**LLOYD
HAMILTON**
IN
"NO LUCK"

"Undoubtedly the best work Lloyd Hamilton has done. . . . A comedy that promises to provoke hilarious laughter and win considerable favor with all ages and classes."

MOTION PICTURE NEWS

This Comedy
Nationally
Advertised to
YOUR Patrons



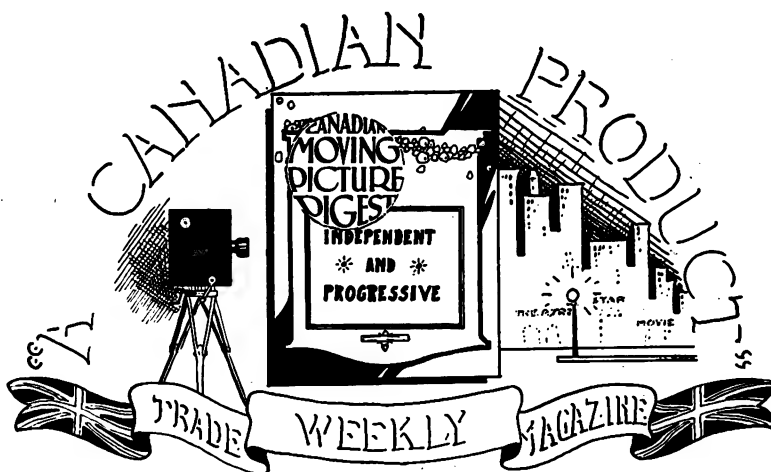
EDUCATIONAL FILM EXCHANGES, INC. E. W. HAMMONS, President

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

Subscription \$2.00
United States \$3.00
Foreign \$3.50



The
**CANADIAN MOVING
PICTURE DIGEST**

Published Weekly by

**The Dominion Embossing
and Printing Company**

27 JARVIS STREET,

TORONTO

ABE LEWIS

Business Manager

VOL. 14, No. 45

TORONTO, CANADA

MARCH 3rd, 1923

The Under-Privileged Class

A GAIN Moving Pictures step into the front row in a campaign which the women and working mothers are waging against Daylight Saving. It appears to be the easiest thing in the world to get the co-operation of Moving pictures for any worthy cause. During the war, Moving Picture Theatres were found to be unrivalled in disseminating propaganda, in securing funds, and securing recruits. In peace, Moving Picture Theatres continue along in their expression of Service. Campaigns for all kinds of funds, find the campaigners stationed within the doors of theatres with their collection-boxes and with their petitions. No appeal, which is humanitarian in its idealism, is ever refused the co-operation of Theatre Interests, who do not only donate their theatres, but contribute financially and by giving benefit performances.

The Daylight Saving Campaign is but another example of the place theatres have in the universal scheme of Social Service. The mothers and working women of the city of Toronto, are not only asking for the use of your theatres, your screen, but since they are the patrons from whom the major portion of your income is derived, they are asking you to give them your financial support as well. The opponents of Daylight Saving are not pleading with you to help them with a cause which will react injuriously to you, in addition to the humanitarian angle of their appeal, exhibitors should take into consideration the fact that the adherence to Standard Time permits them to carry on their business as usual; and does not extend certain privileges to a favored class, to the detriment of another business enterprise, nor to the disadvantage and inconvenience of the underprivileged. It is not the class which can afford to pay two dollars for their entertainment, which is affected by the introduction of Daylight Saving, nor is this class the regular patrons of your theatre, but it is the masses, the women who are obliged to take care of the children, cook the meals, and do the general work of the household, alone, the women who cannot ever catch up, the work keeps piling up so rapidly, that are so handicapped by this "tinkering with the clock." The woman who has little children, and who is obliged to go out to work by the day in order to provide bread for them; and perhaps for a husband who is out of employment, these women feel the dreadful pressure of the false hour in the morning. Instead of

arising at five, they arise at four. There are the children to get ready for school; the house to tidy; the smaller children to bring to the creche; and the necessity of being at the employment bureau at seven o'clock, Daylight Saving, in order to have a chance at a day's work which might be available.

In visiting an employment bureau, of the sixty women assembled there, seeking for work, I found fifty-seven against the enforcement of Daylight Saving. It appears that the people, with the exception of one class, who are so strongly in favor of Daylight Saving for business reasons, are either strongly against it, or indifferent. The most important fact in connection with the whole business is that the enforcement of Daylight Saving is not legal, even though the people did vote on the question. The Council simply makes a request that Daylight Saving be observed and those who wish to concur with this request do so. Others, for instance the Railroads, stick to Standard Time without committing a misdemeanor, being liable to censure or to a penalty. The old cry of "spare the rod and spoil the child," appears to be revived in this campaign by those who acknowledge that children refuse to go to bed, you see the child happens to be smaller than the parent, but the parent cannot force that child to go to sleep, and the forcing attitude defeats the object of the forcing, disturbing the child to such an extent that it probably does not fall asleep for hours past its regular sleeping time.

It has also been stated that fathers have an extra hour in their garden, but the advocates of Daylight Saving are not looking for father to spend that hour in the garden, they are looking for him to either participate in twilight games or be present at these games in the capacity of a spectator.

The question appears to be dividing itself into two factions, the mothers, the children and the sporting element. The mothers and the children ask you to consider their health and their convenience, the sporting element asks you to consider their appeal. Which is the most Humane? If we do not take care of our mothers and little children, there will not be enough stamina in the growing generation to make a Sporting Element. Send in your contribution now. You cannot spend your money more profitably. Contributions to Mr. J. C. Brady, Madison Theatre, 504 Bloor St., Toronto.

—RAY LEWIS.

STAR OF "MIGHTY LAK A ROSE" WRITES OF HIS BOYHOOD EXPERIENCES IN TORONTO

MR. C. J. APPEL, Canadian Representative, is in receipt of a letter from James Rennie, star of "Mighty Lak a Rose," in which there is contained some interesting memories of Mr. Rennie's boyhood associations in Toronto. The letter reads as follows: Dear Appel:

Ed. Carewe wrote me regarding your letter some days ago, and I immediately sent you a wire to the above address. I hope you received it.

You know I was born in Toronto and went to school there, so naturally, I have a good many memories of that city. I was always fond of the theatre, and just before I actually left to begin a career in New York, I and two other chaps organized a dramatic club, called ourselves the "Thespians," and went to it dramatically. It was a lot of work and a lot of fun—one of the chaps was Wilbert Glockling, now in the Treasury Department in the Toronto Parliament Buildings, the other, George Drummond, who went into the bond business, but not on the proceeds of our dramatic club. Once in a while we meet and the club lives again in our reminiscences.

When I was about thirteen I had a wild ambition to be a sea captain, but as the sea was far away and Lake Ontario fairly handy I compromised with my ambition and shipped on the good ship "Argyle," a vessel of indeterminate destination that paddled up and down the north shore of the lake, stopping, I believe, on signal, and sometimes because owing to the fail-

ure of the searchlight the capain was unable to locate the Eastern Gap in the dark. Many Torontonians will remember seeing this searchlight in action as the old "Argyle" eased tremblingly into the Bay. Heaven was on her side at nearly all times as I have no recollection of her ever failing to make the dock—eventually.

Three days after I became a naval officer—"Cabin boy" was my title. I lost all my seagoing urge. One night, I remember we were plowing along in the dark somewhere off Whitby—work was over for the day and my dislike for the sea was so great that I found myself leaning over the rail and making careful calculations as to the distance to the shore—luckily I did not try to swim it though the idea stayed with me for hours. When we docked next day I took a train back to Toronto. That navigation company still owes me money, as I never claimed it—the sight of a boat made me sick, and they are welcome to my four dollars.

Sometime after that my grandfather, who was a member of Parliament for East Toronto, got me a job in the Parliament Buildings during the Provincial session, and this is where I met Bill Glockling, and where we hatched up the "Thespian Dramatic Club."

Best wishes to you and your organization.

Cordially yours,

JAMES RENNIE.

"DOUGLAS FAIRBANKS IN ROBIN HOOD" DRAWS \$273,341.90 IN 19 WEEKS

RECORDS may come and records may go, but I believe this one will stand forever," said Sid Grauman in a telegram to Hiram Abrams, president of United Artists Corporation, about the run of "Douglas Fairbanks in Robin Hood," at his Hollywood Egyptian Theatre. "On February

11th, 'Douglas Fairbanks in Robin Hood' had shown at 'Grauman's Hollywood Egyptian Theatre' for nineteen consecutive weeks to 274,643 paid admissions at \$1.50 top, amounting to \$273,341.90. The picture is now in its twentieth week and still going strong."

"Me and My Gal"

Regent, Ottawa, Presentation

After its successful run of two weeks at the Allen Theatre, Toronto, "Me and My Gal," the special English production, was presented at the Regent Theatre, Ottawa, during the week of February 26th, under the direction of Manager Jack Kennedy. Extensive advertising was conducted for the engagement.

Eddie Heiber, of Universal,

Recovers From Serious Illness

Eddie Heiber, salesman for Universal, who was taken seriously ill during his honeymoon, and has been on a sick bed since January 21st, in New York, is now, it is reported, much improved in health, and is expected back in Montreal about the middle of March.

Exhibitors!

Help
the Mothers
and Little
Children in
their
Campaign
Against
Daylight
Saving.

Send Your Contribution
to

J. C. BRADY

MADISON THEATRE

506 Bloor St. Toronto

NOW is the time to send it.



GOLDWYN PICTURES



HIT THEIR STRIDE AND SET THE PACE
BY GIVING TO THE EXHIBITORS OF THE WORLD

THE GREATEST ATTRACTION EVER CONCEIVED

PRODUCED AND PHOTOGRAPHED IN ENGLAND ON AUTHENTIC LOCATIONS



Goldwyn presents **THE CHRISTIAN**

with

Adapted from the Famous Novel and Play By

Directed By

Richard Dix Mae Busch
Gareth Hughes Phyllis Haver
Mahlon Hamilton

Sir Hall Caine MAURICE TOURNEUR

— A Goldwyn Picture —

GREAT MOMENTS FROM A GREAT PLAY

King George and Queen Mary's Arrival at Epsom on Derby Day.
The 1922 Derby in its entirety from Start to Finish.
The Thrilling Mob Scene of 50,000 People in Trafalgar Square.
And a Hundred Crashing Powerful Scenes.

ADJECTIVES ARE
SUPERFLUOUS
DESCRIPTION IMPOSSIBLE
BOOK IT NOW

GRAND OPERA HOUSE
TORONTO

Now in its **SECOND WEEK** to the
biggest box office returns ever tak-
en on a photoplay at this Theatre

Showing at Prices Ranging from
50c. to 1.50
And a Third Week in Sight

Famous Players Film Service
TORONTO, MONTREAL ST. JOHN, WINNIPEG, VANCOUVER, CALGARY

AMERICAN RELEASING GETS THE BIG HOWARD HAWKS 18-STAR SPECIAL, "QUICKSANDS"

A MERICAN Releasing Corporation announces its distribution of Howard Hawk's big 18-star special production, "Quicksand," which was in the making for months under the direction of Jack Conway.

Helene Chadwick and Richard Dix are the featured stars and they are supported by Alan Hale, Noah Beery, J. Farrell McDonald, George Cooper, Tom Wilson, Hardee Kirkland, Walter Long, Edwin Stevens, Frank Campeau, Lionel Belmore, Jean Hersholt, James Marcus, Dick Sutherland, Lou King, William Dyer and Jack Curtis.

Two thousand United States

cavalry-men take part in the picture and their sweeping raid upon a cantina across the Mexican border is one of the thrilling episodes. "Quicksands" is a romantic melodrama of the running down of a dangerous border smuggling outfit. Helene Chadwick has an unusual dual role in which she is seen as the daughter of an American Secret Service operative and a beautiful Mexican girl of the cantina or smugglers' rendezvous.

Richard Dix, just now signed by Famous Players, as Wallace Reid's successor, and also the star of Goldwyn's "The Christian," has the finest role of his career as an army lieutenant, who rode through hell for a girl.

"HAZEL FROM HOLLYWOOD" CHRISTIE EDUCATIONAL MAKES CRITICS LAUGH

O NE of the new series of Christie Comedies' special attractions released through Educational, "Hazel From Hollywood" has received unusually high praise from the daily papers reviewing the bills of many first-run theatres.

The Milwaukee Journal, reviewing the Strand Theatre bill, commented that Dorothy Devore in this amusing travesty on the movies, was worthy of a co-featured position.

Mae Tinee, in the Chicago Tribune, wrote a special comedy review after seeing "Hazel" at McVickers Theatre, saying: "How goes it in Hollywood? Ah, my dears, follow Hazel and find out! Follow Hazel's dog and find out. And if you are any the wiser, why "Hazel from Hollywood" shall not have been made in vain. Miss Devore is as merry and irresponsible as a kitten. She is supported by a

cast who know how and prove it. It should wring a laugh from you.

The Ft. Wayne Journal-Gazette says: "So much has been said and done about Hollywood, so many pictures have been introduced of the lives and loves of the famous screen idols who live and work there, that without a travesty on the affairs, the score would not be complete. And leave it to the Christie comedians to put the final touches to the hilarious side of the situation in "Hazel From Hollywood," the newest and greatest Christie Comedy to date, which graces this sparkling Jefferson show."

"Hazel From Hollywood" is being given unusual notice in motion picture theatres advertising because of its timely appeal and general public interest in all things pertaining to Hollywood, and the famous motion picture folks.

W. A. Stanton Visits St. John

A welcome visitor at St. John, during the Winter Carnival, was W. A. Stanton, of Hamilton, Ontario. Mr. Stanton was warmly greeted by exchange managers who were formerly in Ontario, and who remembered the excellent service given by Mr. Stanton in the transportation line.

Mr. Stanton, formerly operated a truck between Hamilton and Toronto for a number of years and did practically all the distribution and collecting for the exchanges and theatres in Toronto and Hamilton.

Tom Moore, Ann Forest, Harry Morey, Edmund Breese Will Nigh's Second

The effort of Director Will Nigh and his distributors, L. Lawrence Weber and Bobby North, to capture the finest screen stars available for their second release, has been crowned with success. Not only have Tom Moore and Ann Forrest been secured, but an aggregation of sterling screen characters as famous in their particular roles as the leads are in theirs, has been added to the cast, including Harry T. Morey and Edmund Breese, veteran paternal character of the stage and screen.

Mary Pickford Entertains Canadian Veterans' Band

The Northwest Canadian Veterans' Band, twenty-seven strong, were guests of Mary Pickford at Los Angeles, last week, the arrangement being made through correspondence between Francois Vernon, Manager of the Band, and Miss Pickford. Vernon wrote asking permission to visit the Pickford-Fairbanks studio. "The band consists of twenty-seven men," he wrote, "each of whom saw service in the World War. Uniforms are similar to those of the Northwest Mounted Police. I undersand you are a Canadian by birth, and we wish to visit your studio." Miss Pickford replied she would feel honored to have the musicians as her guests.

Foreign Rights Sold On Joe Rock Comedies

Jo-Rok Productions, distributors of the series of two-reel comedies starring Joe Rock and Billie Rhodes, announce the conclusion of a deal with the Apollo Trading Corp., of New York City, whereby that organization has taken over all foreign rights to the comedian's output for the year. The product includes twelve comedies, guaranteed to be completed by the end of the current season. The finished comedies that have already been turned over for distribution to the Apollo Trading Corp., are: "The Pill," "Little Red Robin Hood," "Aladdin," "Ali Baba," and "The Cold Home-stead."

Coue Committee Approves Educational's Screen Version

After viewing "The Message of Emile Coue," Educational's two-reel Special, in which M. Coue personally delivers his message from the screen, the Coue Committee of New York, announced that the picture met with the unqualified approval of all the members of the Committee as well as that of all the friends of M. Coue, who also attended the private showing which was given at the Criterion Theatre.

Among the members of the committee who saw the picture were Mrs. W. K. Vanderbilt, Mrs. E. C. Bodman, Miss Catherine Barton, Colonel Arthur Woods and Mr. and Mrs. Oliver S. Lyford.

"A Hula Honeymoon" For Adults and Children

"A Hula Honeymoon," the Educational-Christie Comedy, to procure scenes for which Al Christie took his company all the way to Honolulu and back, is listed in the current bulletin of the Motion Picture League as recommended for showing to adults and younger people.

BLAINE IRISH, YOUNG CANADIAN DIRECTOR, RELEASES FIRST THEATRE 'SATAN'S PARADISE,' ALLEN, TORONTO

FILMCRAFT, of Toronto, a Canadian producing company, has just heard the verdict on its first feature subject presented during the past week to the Canadian public at the Allen Theatre, Toronto. "Satan's Paradise" not only secured its first run but it did what even its producers hardly dared hope for it by drawing capacity houses at every performance it "stood them out" each evening in the week, and Allen patrons who missed the first show after supper were obliged to line up and await their turn to get into the theatre.

It is quite safe to say that no picture that has ever been shown in Toronto, has drawn finer audiences or won such enviable support and commendation from the better elements of the community.

Regular picture fans, as well as people who rarely enter a moving picture theatre, sought out Manager Ben Cronk, and congratulated him on the policy of the theatre in bringing before Toronto people the efforts of Toronto's own enterprising producing company; and the letters and telephone messages of congratulations received by Blaine Irish, of Filmcraft, during the week were flattering proof of the genuine interest and regard that Canadians have for their own products when these have qualities that merit support.

"It is a move in the right direction."

"The picture is a revelation to Canadians."

"Let us have more Canadian pictures if this is Filmcraft's sample offering."

"The picture is a remarkable piece of work—it is a 'first effort' that augers well for the producers and is already making us look for great things from the picture producers in Canada."

These are the kind of written tributes received from prominent men

and women who are seriously interested in the advancement of the industry in Canada.

The regular fans had their say too. They found in the novelty of the production a new interest—they liked the subject, the solving of mysteries and the sweet love story of the picture, and they also liked the clever epilogue with which the feature closed, in which they were able to see and hear the leading stars of the picture.

Miss Alice Dunn and Mr. Rance Quarrington, the Toronto girl and boy whose appearance in the picture and on the stage created such a favorable impression in Toronto last week. Alice Dunn, who is 19 years old and a picture-book girl to look at, completely charmed her audiences. The Toronto press, in reviewing the picture, regretted that Miss Dunn's appearances were not more numerous. This is genuine praise.

Mr. Quarrington, who is widely known, both in Canada and the States, was given a real ovation, and the evidence he gave of real ability, both in his picture work and in the Epilogue of his own origin, in which he sang with a fine baritone, the exquisite "Homing" predicts a promising future for this talented young actor. Mr. Quarrington can take his place in any production and do himself credit.

Blaine Irish, the young Canadian producer, comes in for a deserved word of praise also. He has made a real success out of his first feature subject, and he has presented "Satan's Paradise," to the Canadian public, after fashioning it out of material secured on the home lot—and it is conceded by the press to compare favorably with the best that the American and European studios have to offer.

Filmcraft's first big one makes us feel optimistic of what can be done by Canadians in picture production.

Canadian Releasing Show Betty Blythe's First At Strand, Montreal

The Canadian Releasing Corporation, J. P. O'Loughlin, managing director, is releasing shortly the first of four Betty Blythe pictures. This is entitled "The Darling of the Rich," which goes in at the Strand, Montreal. These pictures, in addition to the star feature, such artists as Montagu Love, Gladys Leslie, Julia Swayne Gordon, and Charles Gerard.

"Brawn of The North" Fine Vehicle for Strongheart

Associated First National have another winner in "Brawn of The North," which introduces its dog actor, "Strongheart," in a role which again stamps him as the greatest dog actor on the screen, and looks as if human actors have a competitor in this humanized dog for screen popularity. The picture is thrilling, real, full of big emotions, and gripping heart interest.



Rance Quarrington, Who Plays
"Ronald" in Filmcraft's Success,
"Satan's Paradise."

Pat. Hartigan Loses Out With Belasco On Account of Movies

Pat. Hartigan, who plays the heavy in Richard Barthelmess' current First National picture, "Fury," says times have certainly changed since he made his initial appearance in a motion picture.

"I lost my job with Belasco because I wanted to make some extra money in the movies," says this well-known actor. "In those days, it was not the fashion for actors of the legitimate stage to appear before the camera. But I succumbed to an offer from the old Vitagraph Company, when it was taking its scenes on the roof of an office building on Nassau Street, New York City.

"One afternoon the stage manager and I dropped in to a movie house to kill some time. I had no idea that the picture in which I had appeared would be shown. But, we had no sooner taken our seats than it was flashed on the screen. I can still remember the uncomfortable feeling as I felt the indignant eyes of my companion on me. He was so enraged that he could scarcely speak. But when he did recover the use of his tongue he said to me that Mr. Belasco could not stand for such actions. That night I received my notice."

Mr. Hartigan's observation was due to the fact that in the cast of "Fury," were Tyrone Power and Barry Macollum, who have appeared in the greatest productions on the speaking stage.

BIG "DOUGLAS FAIRBANKS ROBIN HOOD" CAMPAIGN PUT OVER IN PHILADELPHIA

PERHAPS the biggest campaign ever put over for a big picture on extremely short notice was the advance work on the Stanley company's first run engagement at the Stanton Theatre, Philadelphia, for "Douglas Fairbanks in Robin Hood," a United Artists release.

The opening date was February 3rd, and the contract was not closed till the evening of January 25th, hence quick work was necessary to set the engagement before the public. Immediately underlines appeared in the Stanley newspaper advertisements, announcing "Douglas Fairbanks in Robin Hood" as a coming attraction. In two days sixty twenty-four-sheets had been placed, thirty-five on regular stands, and twenty-five on extra space, and all in first class locations. One hundred six-sheets and 100 three-sheets also were placed in regular Stanley locations. Seventy-five one-sheets were posted in subway locations and 300 special one-sheets

"sniped." In addition, fine painted signs in fancy locations had been started.

During the following week 1,000 window cards were placed, besides special window display co-operation accounting for 300 sur-printed cards which were arranged off-hand with dealers in talking machines throughout Philadelphia. This co-operation was obtained through jobbers in records representing three different manufacturers of records. A dozen different records representing as many different selections from the light opera "Robin Hood," provided the tie-up.

At the Stanton Theatre, an advance lobby display was installed almost over night with specially designed and painted panels, with also an elaborate scenic effect portraying a perspective scene—the meeting of the hero and the heroine in the forest. This was lighted within the set by bluish incandescents and the figures brought out in warm tones by an amber baby spotlight from the ceiling.

Co-operation by various Stanley houses consisted of advance trailers

proclaiming the coming of "Douglas Fairbanks in Robin Hood." The audiences of the thirty Stanley theatres thus were made aware of the Stanton attraction fully one week in advance of the play date.

After playing two big weeks at Shea's Hippodrome, Toronto, "Robin Hood" opened upon its third week down town at the Regent Theatre. The announcement was to the effect that other bookings interfered with the "Robin Hood" continued run at the Hippodrome. The presentation at the Regent was under the direction of John Arthur, and the popular prices prevailed.

"Babies Welcome"

Educational-Christie Comedy

Miss Anna May Wong, the most celebrated Chinese actress in America, is seen in support of Dorothy Devore in the Educational-Christie Comedy, "Babies Welcome."

Miss Wong has received flattering mention lately on her starring feature, "The Toll of the Sea," which attracted marked attention as the outstanding color film of recent years. She has never appeared in comedies before, but agreed to make a special concession for this Christie engagement.

Small Town Picture Business

Is just as big as YOU make it. The exhibitor who says, "My town is too small for big pictures" is unfair to himself, to his box-office and to his public.

Small town people are just the same as big town people. They want to be entertained and they know good pictures. They will pay for real entertainment. You CAN and you MUST show the most popular stars in their biggest pictures.

Make your theatre an entertainment center for Mother, Father and the children. Build up your business by earning the reputation of showing the finest and strongest screen features. Make your regular patrons advertise you and your house by giving them

D. W. GRIFFITH'S

"One Exciting Night"

"Way Down East"

"Orphans of the Storm"

"The Love Flower"

"Dream Street"

These great Griffith attractions will stir up the stay-at-homes, pull them into your theatre, and send them away praising you and your house for giving them pictures that entertain. United Artists Corporation releases make prestige for you and bring you new regular patronage.

UNITED ARTISTS CORPORATION

MARY PICKFORD, CHARLIE CHAPLIN, DOUGLAS FAIRBANKS, D. W. GRIFFITH

Hiram Abrams, President

I. SOURKES, Sales Manager.

12 Mayor Street.

MONTREAL, CANADA.

Tel. Plateau 2877.

6 Dundas St. West.

B. F. LYON, Sales Manager.

Tel. Adelaide 2221.

TORONTO, CANADA.

R. C. WILSON, Sales Manager.

219A Phoenix Block.

WINNIPEG, CANADA.

Tel. Main 8593.

WINNIPEG FREE PRESS CO-OPERATES WITH WESTERN EXHIBITORS AGAINST THE C.O.D. RULING

THE Free Press, of Winnipeg, came to the support of the exhibitors and published the following in its dramatic page of Saturday, February 17th:

A DRASTIC POLICY

"The action of the film exchanges of the city in putting into effect a drastic payment policy is one altogether out of sympathy with present conditions in the amusement field and is the action of an arbitrary combine.

To force exhibitors to pay for their costly week's programme before theatre owners have had a chance to recuperate themselves from the week's receipts is regarded, and justly so, as grossly unfair.

This is what is being done in Winnipeg today. The exhibitors of this city are being penalized for the sins and omissions of the Ontario exhibitors or as the result of bargains made by a highly-paid sales staff in outside districts, bargains which in many instances, agents knew the exhibitor had little chance of getting out from under.

Western Exhibitors Fill Programmes With Music Owing to C.O.D.

The action of the film exchanges of Winnipeg, in forcing the exhibitors to pay for their entire programme for the week in advance is bitterly resented and has resulted in the cutting of the programme and the putting in of music to supply the deficiency in films. To force a theatre manager to pay as high as \$2,500 for a program before he has had a chance to recoup himself from the week's receipts is claimed by exhibitors to be very hard on them. The accounts in Winnipeg are reported to be in fine shape, film exchanges admit, but they have no authority to discriminate in forcing the regulation on the exhibitors.

Fifty Cents a Seat Winnipeg Theatre Tax Abandoned for Year

The proposed theatre tax of 50 cents a seat in Winnipeg, has been abandoned for a year, owing to the stubborn opposition of the theatre owners to the tax and the arguments they placed before the city council. As it is, the theatres of Winnipeg give a twentieth of their gross revenue directly and indirectly to the municipality of Winnipeg, or the Government of Manitoba.

It was admitted at the luncheon of the Winnipeg exhibitors by the film managers that the Winnipeg exhibitors were in splendid position as far as the books of the local exchanges show; yet there was no sympathy shown for exhibitors who are having a hard time keeping their theatres open against adverse business conditions and having large staffs of employees to provide for.

The film men may have the exhibitors of the city in the torture chamber at the present time owing to a combine of interests having been arranged, but the time is coming when the film men will not be pilloried and when the film suppliers will come to them for favors and help.

Merchants and office men of the city, in common with theatre owners and all engaged in business in Winnipeg the past few months, have gone through trying times, but in no instance have they been made to realize that it is "sink or swim with you," except in the one class of business."

Mgr. Rotsky Visits Toronto To Confer With Allen Executives

Patrons of the Allen Picture Theatre, Montreal, are now assured of some of the best films produced by the leading companies in Great Britain and the United States. This innovation is made possible by the enterprise of George Rotsky, manager of the Allen Theatres, there, who has just returned from a conference with the executive heads of the firm in Toronto with whom he has now completed final arrangements. Yet another important announcement has been given out by the Allen to the effect that the annual McGill University Theatre night will be held at that theatre at the end of the month, probably on the 28th. The McGill Mondoline Club will be in attendance and the various McGill organizations are boosting hard for the success of the "1923 University Theatre Night."

"Casey Jones Jr.," Educational-Mermaid Comedy

The Educational-Mermaid Comedy, "Casey Jones, Jr.," has been booked at the Rivoli Theatre for an indefinite run, to accompany the Educational Special, "The Message of Emile Coue."

Local Paper Reviews

"The Game of Life"

With Editorial Comment

"The first English super-film shown at Massey Hall last night scored a decided success. The crowds in coming out pronounced it a wonderful picture, and they carried away with them the feeling that they had not only had a fine entertainment but had derived a certain amount of solid worth from it as well.

The conception of the author was to take half a dozen children born about the year 1819 and trace the story of their lives against the background of the great events that occurred during eighty years. One of the infants selected at the outset was the child Alexandra Victoria, afterwards to become the great Queen. But royalty by no means dominates the picture. There is not, as one might possibly infer, the slightest trace of propaganda in the film nor any attempt to catch an audience and play the schoolmaster to it. When people pay the price for a pleasing beverage they do not want to have a medicine which somebody thinks beneficial palmed off on them instead. There was nothing of this about last night's film. The importance of it is that it is a super-film, and it is English—it comes to us from a new source and its success means that it will be followed by others. English-speaking countries will not be so dependent as they have been on Los Angeles. And that will be a good thing. It will be a good thing even for Los Angeles.

"The Game of Life" must have been produced at vast cost. The scenes showing processions through the streets of London, at periods as far apart as the coronation of Victoria and the Diamond Jubilee, with thousands of people costumed according to the differing fashions of the time, must be regarded as achievements in film work. The charge of the Light Brigade at Balaklava is one of the most thrilling sights ever pictured. Yet all these scenes belong to the plot of the story and play their part in the lives of the characters, whom the audience see at intervals from infancy to tottering old age."—Toronto Star.

Opera Houses Give Benefit For Associated Charities

J. Kraker, manager of the St. John Opera House, is the recipient of much gratitude from the Associated Charities, a charitable association of St. John. Mr. Kraker donated the first night's receipts of the Carroll Players to the funds of the association. The Governor of the province and the premier, Mr. Veniot, are officiating as patrons.

MANAGER ARTHUR BUGG EXPLAINS LOCAL PAPER GIVES MUCH SPACE

Midland, Ont.,
February 24th, 1923.

Canadian Moving Picture Digest,
27 Jarvis St.,
Toronto, Ont.
Dear Sirs:

Under separate cover I am sending you a copy of the Midland Free Press, containing the Famous-Lasky circular letter, also my answer to same. Should you see fit to publish this in your valuable paper, I would be very grateful.

Thanking you in advance, I am,

Sincerely yours,

A. BUGG,

Per J. Murray,
Mgr. Model Theatre,
Midland.

MGR. BUGG'S LETTER TO FREE PRESS

Midland, Ont., Feb. 20th, 1923.

In answer to the Famous Lasky Film Co. circular letter which has been mailed to practically every citizen of Midland, I would refer you to the following list of pictures which we have purchased from the Famous Lasky Film Co., and which we have run here:

On With the Dance; Huckleberry Finn; Crooked Streets; Mary Ellen Comes to Town; Remodelling Husband; Brewster's Millions; O'Malley of the Mounted; Conquest of Cannan; Testing Block; Conard in Quest of Youth; Footlights; Ladder of Lies; The Sheik; The Whistler; Fools' Paradise; Wise Fool; Little Minister; Crimson Challenge; North of the Rio Grande; Just Around the Corner; The Great Moment; Moran of the Lady Letty; End of the World.

Then I would refer you to the pictures which we have used that belonged to other companies such as:

Mickey; Honest Hutch; Long Armed Mannister; Brute Master; West is West; Desert Gold; Wolves of the North; Lovelight; Mark of Zora; Under Crimson Skies; Heart of Maryland; Black Beauty; Blazing Trail; Reputation; Her Love Master; That Girl Montana; The Devil's Passkey; Cousin Kate; The Splendid Coward; Where Men Are Men; Outside the Law; Great Air Robbery; Guiles of Women; Fighting Shepherdess; River's End; Godless Men; Three Musketeers; Flowers of the North; Son of Wallingford; Peck's Bad Boy; No Man's of the North; Sky Pilot; Four Horsemen; Conflict; The Old Nest; Trip to Paradise; Ten Nights in a Bar Room; School Days; Way Down East; Poor Relation; Dream Street; Prodigal Judge; Gypsy Passion; Little Lord Fauntleroy;

Sheik's Wife; Fighting Mad; Get Your Man; God's Crucible; East Lynne; Connecticut Yankee; Queen of Sheba; Love Flower; In the Name of the Law; Iron Trail; Man From Glengarry; Big Town Round Up; Orphans of the Storm; Turn to the Right; Prisoner of Zenda; Peacock Alley; Wild Irish Rose; Rags to Riches; Glorious Adventure; Over the Hill.

I say here that no other town of this size could possibly have any better pictures.

Some of the stars who have appeared in the above productions that the Famous Lasky did not produce were:

Mary Pickford; Dorothy Gish; Lillian Gish; N. Talmadge; C. Talmadge; Mary Miles Minter; Dorothy Phillips; Clara Kimball Young; Theda Bara; Alice Jopce; Irene Castle; Viora Daniels; Pola Negri; Mabel Normand; Gladys Brockwell; Virginia Pearson; Mae Murray; Alice Terry; Mae Marsh; Annette Kellerman; Priscilla Dean; D. Fairbanks; W. Farnum; D. Farnum; T. Mix; C. Chaplin; Wesley Barry; Owen Moore; J. Coogan; Harold Lloyd; Larry Semon; Ben Turpin; R. Barthelmess; Bert Lytel; Lon Chaney; House Peters; Buck Jones; Wm. Duncan; Tom Moore; Jack Pickford.

Coming attractions:—Fast Mail; Silver Wings; Lights of New York; Monte Cristo; My Friend the Devil; Nero; Who Are My Parents?; Tess of the Storm.

When we look over this grand list of stars that the Famous Lasky do not control and which the public are asking for, is it any wonder that we do not book a solid service of any kind from any one particular company?

We want the best and we leave ourselves open so as we can pick for ourselves. In our opinion the general public and the local managers of each town should be the better judges of what class of pictures should be shown in their theatres and towns, rather than take the advice of a handful of men sitting around a table in New York. I would like to refer the Famous Lasky Corporation to the article published in the Toronto Mail and Empire, Monday, July 18th, 1921, by Senator Walker, New York State, regarding the actions of some of the large moving picture corporations.

"As I see it, equal rights to all with special privileges to none is what the three soldiers which I have working in my theatre stood for while they were suffering the tortures of hell in France. I wonder how many of the

people that make some of those cast iron rules which they are trying to force on the public, and some of the independent moving picture exhibitors who made every sacrifice during that terrible struggle for freedom."

In this letter they refer to the Saturday Evening Post, Ladies' Home Journal, Literary Digest and other big national magazines. There are some of the large film corporations who make a practice of spending a large amount of money on advertising and in this way try to make the picture-going public believe that they are the greatest pictures on record. There are other exchanges who do less advertising and spend more money on their productions; in this I quite agree with them. You cannot advertise anything any better today than the picture itself. If it has the quality it will do its own advertising.

This letter is from one of the few independent exhibitors left in this province, and we hope the Famous Lasky people will be fair enough to answer this in whatever fair-minded way they can to give me a chance to explain this matter in detail, which I am quite able and willing to do.

Thanking you, Mr. Editor, very sincerely for your space, I am,

Sincerely yours,

ARTHUR BUGG,

Manager Model Theatre,
Midland, Ont.

COMMENT FREE PRESS MADE ON LETTER RECEIVED FROM FAMOUS-LASKY

The Free Press on Friday received the following letter; not knowing anything about the situation, the letter was referred to Mr. Bugg and it is published at his request:

"How it is that Midland is just about the only town left in the Province where you can't see Paramount Pictures?

"You can see Paramount Pictures in Barrie, Penetang and Orillia. In all those places they do see Paramount Pictures; see them frequently and regularly.

"Why not in Midland?

"Lack of appreciation? Hardly likely.

"You know what Paramount means in motion pictures; the seal of quality and the standard of achievement. You've heard about Paramount Pictures; you've seen Paramount Pictures—in some other town or city maybe; you've certainly read about them in the Saturday Evening Post and Ladies' Home Journal, and the Literary Digest, and other big national magazines.

"And still no Paramount Pictures in Midland?

(Continued on page 11.)

EXHIBITOR CALLING HIMSELF "WEST" SENDS IN PICTURE REPORTS

WE are publishing reports you sent in (West), but prefer to publish reports under exhibitors' names, otherwise reports lose their value since it leaves this field of reports open to anyone who might be included to send in reports to the advantage of their own trade mark; and we would have no opportunity of discovering this, if reports came in anonymously. However, in this case, the exhibitor who signs himself "West," gave us his name, therefore we guarantee these reports as genuine—(Ed.)

"Don't Tell Everything."—Pretty Picture. Good lighting machine made. Heavy on the machine. Just a pretty picture. The writer of the above would like some enterprising

sales manager, preferably a Western man, to answer this question. The Paramount trade mark is extensively advertised in the Saturday Evening Post, with enormous cost. Capitol Theatres are the finest in Canada. Why are not Paramount pictures shown 100 per cent. in Capitol Theatres? There must be something wrong with Capitol Theatre's Saturday Evening Post advertising or Paramount pictures. If you cannot answer this with something which will get by Adam's apple, keep quiet. Exhibitors are doing their own thinking these days—(West.)

"Cameron of Royal Mounted."—Good picture. Good Draw. Pleased generally—(West.)

H. M. Thomas Reported To Manage Former Circuit Theatre

H. M. Thomas, managing director of the Capitol Theatres, is reported to be leaving; and is taking up once more his former employment with the A. H. Blank Circuit Theatres in the Middle West.

Thirty-Five Artists Will Appear, Presentation "The Bohemian Girl"

Basil Horsfall, formerly of the Basil Horsfall Film Productions, will open the exhibition of the "Bohemian Girl" with an accompanying troupe of about thirty-five artists who will play the opera simultaneously with the production of the picture of the same name. The opening will be in Toronto, in the course of the current month. Some well-known operatic stars will be engaged in the cast.

Lalumiere of Specialty Now With Universal

Charley Lalumiere, formerly office manager for Specialty Film Import, is now salesman with the Universal Film Exchange.

"The Big Bank Swindle" Franco-Canadian Release

The Franco-Canadian Industrial Film Company will be releasing shortly in this province "The Big Bank Swindle," featuring Marguerite Marsh. The star is a sister of Mae Marsh, and the picture has all the punch suggested by its title.

(Continued from page 10.)

Is it your theatre manager who is at fault?

"Maybe he doesn't quite get your real viewpoint in this matter of better motion pictures.

"Maybe you haven't made it clear how you feel about it.

"But there's no reason to prevent Midland from having Paramount Pictures if Midland really wants to see pictures as good as they have in Barrie, Penetang and Orillia.

"Suppose you ask your theatre manager to book them.

"Yours for Paramount Pictures,

"C. H. WEEKS,
"Manager."

P.S.—Here are some of the Paramount Pictures you are missing: "The Man From Home," with James Kirkwood; "The Young Rajah," with R. Valentino; "Back Home and Broke," with Tom Meighan; "The Pride of Palomar," Peter B. Kyne story; "Burning Sands," with M. Sills, W. Hawley, J. Logan.

EXHIBITOR'S COMMENTS ON PICTURES WRITTEN TO BENEFIT EXHIBITORS

"Salome."—United Artists. Just what you would expect to see in your mind's eye. Very interesting and educational. Pleased—(West.)

"Oliver Twist."—A masterpiece. Ray Lewis said: "You are sorry when it stops," which is correct. Every inch as good as "Tess." Younger folks not familiar with Dickens, do not appreciate the period. Others eat it up—(West.)

"Third Alarm."—A knock out. Great big business. A couple of flaws which public overlook. Pleased greatly. Get this one—(West.)

"Strangers' Banquet."—A money production. Money does not make a picture. See it before you buy it—(West.)

"Tess of Storm Country."—A real picture. 10 reels without a single flaw. No house too large, none too small for this one. Big draw. Pleased mightily.—(West.)

"Dr. Jack."—This one does not need Saturday Evening Post advertising to put it over. You will remember this one five years later. Something to live by. Can always make more money on a picture which is not advertised in the Post. Big draw. Audience jovial.—(West.)

"Question of Honor."—Anita Stewart. First National. Fair programme stuff. Nice outdoor scenery. More action than ordinary Stewart. Went over nicely.

"Kindred of the Dust."—8 reels. Great heart interest story. Sincerely acted. Created quite an impression locally. Has that same undecidable

something that made "Smilin' Through" a success. Book widely read, which helped. Went after the woman folks and got them in large numbers.

"Under Two Flags."—Universal. Slow in spots, but more than makes up for it in last reels. A regular Griffith touch. Book also widely read. Great 24 on this, also lobby frames. All paper extra. Good.

"Your Best Friend."—Regal 7. Mother love theme with Vera Gordon. Sob stuff seemed brushed on too thick. Could be in 5 reels to advantage. Go after the women. That's your only hope with this one.

W. P. McGeachie,
Castle Publicity,
Guelph, Ont.

"The Storm."—Universal. 6 reels. Story, title and condition, good. Remarks: A real honest to goodness feature that drew a bigger crowd the second night than the first, which is the answer with me. Canadian Universal turning out great stuff this year.

"Sin Flood."—Goldwyn. 6 reels. Title and condition, good. Remarks: A good picture, but not a special. It was sold to me for bigger prices than programme stuff. After this Goldwyn will have to show me.

"God's Country and the Law."—Canadian Exhibitors. 6 reels. Story, condition and title, good. Remarks: Good Friday and Saturday Feature. Fred. R. Pursel, Mgr., Lyric Theatre, Simcoe, Ont.

VITAGRAPH'S 'THE NINETY AND NINE' IN EXTRAORDINARY TIE-UP MINNESOTA STATE FORESTRY

"THE Ninety and Nine," Vitagraph's special production which has for one of its big thrills a realistic forest fire, is now enjoying one of the most extensive and extraordinary tie-ups ever accorded a motion picture in the middle west, of the U.S. Through the efforts of William T. Cox, State Forester of Minnesota, the Vitagraph picture is being held up as a splendid example of the ease in which forest fires actually may be started and the great havoc brought by them. Mr. Cox is making a state-wide campaign on forest fire prevention through the newspapers as well as the motion picture theatres. He has succeeded in interesting the bordering states of North and South Dakota, Wisconsin and Michigan in his campaign and is

securing their co-operation. Using "The Ninety and Nine" to visualize his arguments, Mr. Cox is making the greatest drive to educate the careless ever made in the State of Minnesota.

Mr. Cox is conducting his campaign and tie-up with "The Ninety and Nine" through several mediums. First is the extensive use of the 24-sheet on "The Ninety and Nine," which shows a forest fire in brilliant colors. Mr. Cox has had prepared and is using strips reaching entirely across the top of the 24-sheet and reading: **THE GREATEST FOREST FIRE EVER FILMED IS IN "THE 'NINETY AND NINE.' SEE IT AND PREVENT FOREST FIRES.** William T. Cox, State Forester, of Minnesota.

Canadian Universal Moving St. John Office To Marr St.

The Canadian Universal is moving its St. John exchange to the ground floor offices of the Marr Building, 158-162 Union Street. This will give the staff very fine quarters as there are two thousand feet of floor space on the ground floor with the same amount in the basement. Thus the Canadian Universal will have the largest exchange east of Toronto, and one of the finest, as it is to be splendidly equipped throughout.

The increase in the company's business has necessitated the move as the present quarters on Union Street corner of Prince William are too small for the volume of business transacted.

In the same building with the Universal, will the Fox Corporation and the Associated First National, who have been in the Marr Building for some time.

Special Reel In Memory of Sir Wilfrid Laurier

The value of a moving picture film as the record of a historical event was exemplified at Loew's Theatre, Ottawa, during the week of February 19th, in the presentation of a special reel to commemorate the anniversary of the death, four years ago, of Sir Wilfrid Laurier, one of Canada's greatest statesmen, at the Canadian Capital. This picture, which was titled "In Memoriam," was a revised representation of the funeral of Sir Wilfrid, incidents in the life of the political leader being added to the scenes of the burial. This reel was prepared by the Exhibits and Publicity Bureau of the Canadian Department of Trade and Commerce, and a copy is to be placed in the Dominion Archives for future use because of its historical value.

Special Picture Edition Coue's Book in Connection With Educational's Special

A special film edition of Emile Coue's book, "Coue's Own Method," is being published by the Malkan Publishing Co., in connection with the Educational's Pictures Special, "The Message of Emile Coue."

"Coue's Own Method" is a translation of M. Coue's own book, originally written in French. It was not only published in book form by the Malkan Publishing Co., but was printed in serial form by the New York Evening Mail, and circulated by the McClure Newspaper Syndicate.

Now a new edition of this book is being printed with numerous illustrations from Educational's two-reel special, recently produced under the direction of John L. McCutcheon by Motion Picture Arts, Inc. This new printing will be in every sense a film edition, carrying a special front cover, and with a description of the corresponding scene in the film accompanying every illustration.

This will offer an opportunity for a splendid tie-up between exhibitors all over the country and the book stores selling the Malkan books. Special window cards are being furnished by the Malkan Company, announcing this new film edition, and necessarily attracting great added interest to the motion picture.

Agents of the Malkan Publishing Co., all over the country, are being instructed to co-operate in every possible way with every exhibitor booking "The Message of Emile Coue." Those exhibitors who will assist these agents in arranging a display of the Coue books can count on the most complete co-operation from the book stores handling the Malkan publications. This will include extra displays of window cards, circular letters calling attention to the films, etc.

The film edition of the book is now on the press, and will be on the way to the Malkan Co. agents in the next week.

CANADIAN DISTRIBUTORS OF—

Motigraph Projectors

Superlite Gold Fibre Screens

Rexolux Motor-Generators

Cinephor Lenses

Automatic Ticket Registers

Fulco Theatre Specialties

**EVERYTHING
FOR
THE
THEATRE**

No Matter What Serial Number a

MOTIOGRAPH MACHINE

may carry, MOTIOGRAPH MACHINE is a corking good one.

Guaranteed? Yes Sir! Both by the Manufacturer and by the COLEMAN ELECTRIC CO.

MOTIOGRAPHS are not only Good Machines, they are the BEST.

**PROMPT AND
EFFICIENT
SERVICE**

THE COLEMAN ELECTRIC CO.

21 DUNDAS ST. EAST, TORONTO, ONT.

"COURTESY with SERVICE"

Hermant Bldg.

Main 3890

"THE MESSAGE OF EMILE COUE" CONTINUES TO BE POPULAR EDUCATIONAL'S SCREEN VERSION A HIT

"THE Message of Emile Coue," Educational's two-reel Special, which presents M. Coue personally, delivering his theories from the screen, opened at the Rivoli Theatre, N.Y., and at other representative houses in other big cities, on Sunday, February 18th.

On account of the sensational box-office value of this two-reel picture, much interest was attached to the first showings. The picture earned excellent reviews and criticisms from practically all the papers in New York, and also in the other cities where the picture was shown.

The New York Tribune, one of the most representative papers in New York, in their review of the Rivoli program said:

"The Message of Emile Coue' is very well done. In it M. Coue tells just what he told us in his lectures, only it was easier for us to read it off the screen in the Rivoli than it was to understand Coue's broken English, delivered in Town Hall. We had no idea that a film like that could be interesting. The picture shows how the message went around the world—long strings of 'every day in every way' encircling the globe, and it seemed as though this was true, for M. Coue had the people in the theatre repeating the words with him, and there was more applause at the end of the picture than there usually is after a feature."

"The Morning Telegraph," in a long review, gave an equally strong recommendation to the picture. After giving an outline of the subject, and commenting on its entertainment and instructional value, the Telegraph review concludes:

"M. Coue proves to be a good pan-tominist, and his dominating personality holds the undivided attention of the audience. The picture was greeted with hearty applause and even very bronchial members of the audience forgot to cough during the entire showing of the two reels."

Kunsky's Capitol at Detroit, also opened Sunday, February 18th, with the Coue picture, and the success of the Rivoli in New York, was duplicated in Detroit. Capacity business flooded the house on opening day, and indications were that the picture would hold up to Sunday's business during the entire run. The Detroit News, in its review of the Capitol program, states:

"The feature was forced to take second place on the bill, even though

in number of reels it defeats the Coue picture by something like three to one."

An extensive advertising campaign, in which half-page ads. were inserted in the newspapers, was conducted by the Strand in Milwaukee. Coue interest is running high in the western cities, and house records for two-reel subjects are being broken with every showing of "The Message of Emile Coue."

In Toronto the presentation took place at Shea's Hippodrome and the Regent Theatre. These engagements followed by presentations in the other houses of Famous Players Canadian Corporation. Toronto has unquestionably caught the Coue optimism, and between the written message, the spoken message and the Educational feature, "Day by day in every way I am getting better and better" should lead humanity upon a crest of optimism which will bring about the consummation of the ideal expressed.

F. G. Spencer Shows Tubercular Prevention Film At Unique

Through the courtesy of F. G. Spencer, a film showing the prevention of Tuberculosis was viewed at the Unique Theatre, St. John, one morning recently. A large number of people were present, a talk on the Health Film being given by Rev. A. L. Fleming. Mr. Spencer was heartily thanked for giving the use of his theatre for this good work.

"Only a Shop Girl" Continues Its Popularity

"Only a Shop Girl," C.B.C.'s second big box office winner, released in Canada, as a Stephenson release, is proving a big hit in the San Francisco and Los Angeles territory, according to advices from Progress Features, the territorial holder here.

W. O. Edmunds, of that company, notifies that the feature is playing the best houses in that territory—and that it has just been signed up for runs at Loew's State Theatre in Los Angeles, and Loew's Warfield in San Francisco.

Exhibitors there are very enthusiastic over this production, and its fine cast, and Progress is launching a big campaign to put it over there in fine style.

Five Comedy Stars Alternate For New Christie Comedies

Five comedy stars are being featured alternately in the new Christie Comedies, and are also being supported by a varying troupe of casts, in accordance with Al Christie's policy of drawing from a large list of stock players.

In the first of the five current and coming pictures Bobby Vernon is featured and supported by Charlotte Stevens, Babe London, Earl Rodney and Lincoln Plumer. This is called "Second Childhood", and released in February.

Henry Murdock is featured in the next release, "A Hula Honeymoon," which is one of the Christie's extra special attractions made in Honolulu. Murdock is co-featured with Babe London and in the supporting cast are Ward Caulfield, Lucille King, Olive Leeds, Earl Rodney and others.

Dorothy Devore is the star in "Babies Welcome," which is the first release for March. Miss Devore is supported by George Stewart, Babe London and Anna May Wong, famous Chinese actress who is now being widely advertised.

Neal Burns is the star of "Hot Water," which will be the other March release. Burns is supported by Duane Thompson, a new leading lady for Christie Comedies, Margaret Cullington, Lila Leslie, Colin Kenny and Harry Dunkinson.

Jimmie Adams, Christie's latest comedy star, will be featured in "Green As Grass," supported by Charlotte Merriam, Earl Rodney and William Irving.

W. P. McGeachie Borrows a Good One From Film Daily

Here's one may hand some "poor" independent exhibitor a laugh. It's stolen from "Danny," in Wids.

Mr. Salesman, after bulling a couple of hours on merits of feature: "Yes, Mr. Exhibitor, I have a surprise for you. I'll let you have it for \$400.00 for the week."

Mr. Exhibitor—"And I have a surprise for you. I'll offer you \$40.00."

Mr. Salesman—"And I have another surprise for you. I'll take it!"
Ain't it the truth?

Universal "The Flirt" Goes Over Big

"The Flirt," a Universal picture, played at the Allen, Montreal and Toronto, to crowded houses all the week, it ran, and adds another to the increasing list of Universal successes.

PERSIAN NOBLES SEE "OMAR" STRAND SHOWING IN NEW YORK

A PARTY of distinguished Persians were taken back to the Persia of eight hundred years ago in New York via the screen.

The Strand showing of Richard Walton Tully's current First National Picture, "Omar, the Tentmaker," based on the romantic life story of the great Persian philosopher-poet, Omar Khayyan, was the medium of transportation.

The box party of notables present as the guests of Mr. Tully, included J. E. Werda, a leader in Near East affairs, who represented the Assyrian peoples in the world peace conferences; Eranya Khan, a titled member of the Persian nobility; Sam Nadir; who bears the name of one of Persia's most distinguished rulers of the past; Philip Werda, nephew of J. E. Werda, and P. S. Benjamin, of Hartford, Conn.

The Persians were much impressed

by Mr. Tully's colorful and ambitious picturization of Persia in one of its most picturesque periods.

J. E. Werda, however, expressed some regret that the picture to some extent, reflects the spirit of Fitzgerald's classic translation of Omar Khayyan in "The Rubaiyat," which he declared to be "a masterpiece as far as the Occidental mind is concerned, but does not do justice to the Oriental."

"Fitzgerald makes of God a good fellow," he said. "But God is not a good fellow. God is a good friend. And that is the way he is held up to us by the real Omar."

The gentleman conceded the beauty and dramatic merit of the picture though maintaining that it did not hold the Mohammedan world and its rulers in as favorable a light as it should.

SUCCESS OF "THE CHRISTIAN" MIGHT RUN INTO THREE WEEKS AT THE GRAND, TORONTO

THE presentation of Goldwyn's big picture, "The Christian," has more than made good all promises prior to its release. The exploitation of this feature was solely under the direction of Mr. W. Stewart of the Goldwyn exploitation department; and not very much in the way of publicity and exploitation was left undone. Some of the most exclusive shops in Toronto had photos, tinted and large displays of both scene and stars. The advance heralding in the press was in keeping with the dignity of the presentation and to the Grand Theatre, not usually noted for its "exclusive patronage" came some of the most representative people. But "The Christian" did not appeal to the classes only, the masses have turned out en masse as they say, and crowded houses have been the rule throughout the first week's engagement, while the attendance during the second week has held up so splendidly, that it looks as if this picture will continue a third week's run.

Those only who are familiar with the Grand, in Toronto, know how difficult it is to put a picture over, for this house only presents pictures occasionally. To enjoy a two weeks' run at this theatre with a picture attraction, singles out this picture for special notice, and three weeks makes

the picture a phenomena. There appears to be in "The Christian," not only the attraction through the author's name, Sir Hall Caine, but the attraction which the Conquest of good over evil, exerts. The story of this invariable and inevitable struggle is simply and consistently told in "The Christian," the screen adaptation following the author's story most rigidly and since most everybody has read the story, or seen its dramatic presentation, the screen version had to pass through an acid test for the lovers of Sir Hall Caine, which it has unquestionably done if press comment and general public opinions are to be taken into account. A good deal of the success of the picture is due to the manner in which it was exploited, the advertising being clean and through its non-lurid appeal, attracting hundreds of people who have been weaned away from pictures, or who are generally indifferent to them.

Satan's Paradise
Canada's First

Sixty Thousand Theatre Opened At Brampton

B. Kingstone Hall, of the firm of Hall & Duerr, Toronto, formally handed the new \$60,000 picture house, erected by T. H. Moorehead, of Brampton, to Mayor H. W. Dawson, of that town, February 28th, who, in his opening address, referred to the fact that Brampton is 100 years old and 50 years a town, and developing faster than ever in its history. Toronto firms have had much to do with the erection of the theatre.

The theatre will seat 800 people and was filled on the opening night. Old rose, black and cream predominate in the decorative scheme, and the effect is spacious and restful.

New Theatre This Spring Site of Majestic In Stratford, Ont.

A modern theatre is to be erected on the site of the present Majestic Theatre, this spring, which will rank with the finest in the province, it is reported. This theatre will have a seating capacity of 1,350. The frontage on Downie Street will be 70 feet, and in addition to the theatre entrance, provision will be made for modern store frontages.

The present structure will be incorporated in the new, but will be extended 90 feet farther back. The stage will be on the same plan as the Royal Alexandra, Pantages and other theatres in the large cities, and will have a width of 32 feet.

Canadian Educational Leading Montreal Theatres

Canadian Educational Films have been running first releases at the Allen, Capitol and Loew's simultaneously, Montreal.

Cities and Towns Throughout The Dominion Oppose Daylight Saving

In connection with the fight that is being waged against daylight saving in Toronto this Summer, word has been received that the following places are opposing the measure: Winnipeg, Brockville, Guelph, Galt, Port Hope, Kitchener, Sault Ste. Marie, Peterboro, Oshawa, Chatham, London, Windsor, Cobalt, Stratford and Cobourg. Several places have the matter under consideration, while others are waiting to see what Toronto, is going to do before definitely taking action.

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Columbia

Columbia Silvertip Combination Carbons for D. C.



THE Columbia Cored Upper holds ingredients that permit a long and steady arc, and prevent cracking near the center.

The Columbia Silvertip Lower is unique for its current carrying capacity. Small in diameter, it does not shadow the crater of the positive.

CANADIAN MADE FOR CANADIAN TRADE

Write for information
CANADIAN NATIONAL CARBON CO.
Limited
Toronto, Canada

First National Prides Itself in Being Able to Guarantee Your Patrons Against Disappointment More Consistently Than Any Other Distributor of Motion Pictures

*If you've played any of these you know we
are stating the TRUTH---*

MILTON SILLS in "SKIN DEEP"	LEATRICE JOY in "MINNIE"	RICHARD BARTHELMESS in "THE BOND BOY"
KATHERINE MACDONALD in "WHITE SHOULDERS"	LEWIS STONE in "THE DANGEROUS AGE"	CONSTANCE TALMADGE in "EAST IS WEST"
MADGE BELLAMY in "LORNA DOONE"	HOPE HAMPTON and LON CHANEY in "THE LIGHT IN THE DARK"	JACKIE COOGAN in "OLIVER TWIST"
STRONGHEART in "BRAWN OF THE NORTH"		KATHERINE MACDONALD in "THE WOMAN CONQUERS"

*And when you play these you'll know we
have stated the TRUTH---*

DOUGLAS MACLEAN in "THE HOTTENTOT"	NORMA TALMADGE in "The VOICE from the MINARET"	DOUGLAS MACLEAN in "BELLBOY 13"
RICHARD BARTHELMESS and DOROTHY GISH in "FURY"	EDWIN CAREWE'S "MIGHTY LAK A ROSE" with JAMES RENNIE	RICHARD TULLY'S "OMAR THE TENTMAKER" with GUY BATES POST

These pictures are not selected for advertising purposes—they represent 17 STRAIGHT RELEASES ON FIRST NATIONAL PROGRAM! If you can find that feat duplicated in the field of production, put some cotton in your ears and don't listen. If you can't it's time you started using good fuel when it is offered.

Where ever you see
it you see the best
Theatre



Where ever you see
it you see the best
Picture

CANADIAN MOVING PICTURE DIGEST

Any distributing company that can come through with 17 STRAIGHT RELEASES THAT ARE PROVED BOX-OFFICE ATTRACTIONS, is deserving of the support of every exhibitor regardless of distributor connection.

First National respectfully acknowledges the many warm praises it receives daily, and will welcome any brick-bats—but there are none forthcoming.

Educate your patrons to
buy their amusement
by this trade-mark.



Any photoplay fan knows
First National Pictures
are good—Show the
trade-mark.

TORONTO, CANADA,
MARCH 10th, 1923

MERMAID COMEDIES

Resembles a serial in the number of hair-raising stunts—a comical-looking locomotive, an exciting chase with bandits, and a sure-fire finish that equals anything ever staged by a comedy director.

—EXHIBITORS HERALD

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A JACK WHITE PRODUCTION

“CASEY JONES, JR.”

With LIGE CONLEY
Supervised by JACK WHITE



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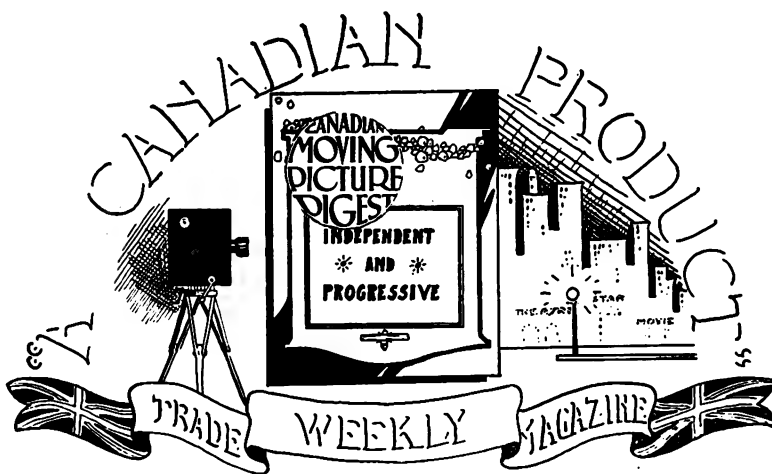
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Business Manager

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TORONTO, CANADA

MARCH 10th, 1923

"Slapped on Both Cheeks"

WHEN the Moving Picture Interests are again approached to lend their screens, their theatres to philanthropic and humanitarian campaigns, it will be well for the Picture Interests to consider the matter very carefully. Money contributions, given to campaigns, or toward funds which have a public interest, should also be weighed before the giving with a good deal of discretion.

It is regrettable that the Picture Interests of Toronto, who responded so wholeheartedly to the appeal of the mothers against Daylight Saving, should have been drawn into the limelight of so much virulent attack by the Sporting Interests. It appears that the Sporting Interests are attacking their best friends, the best propaganda channel which Sports have.

In all the Screen News Reels, Sports take an important place. The screen records games played, pictures the attendance at these games, thus stimulating a further public to flock to attractions which draw so heavily. Sporting Fraternities, their sponsors, their players, etc., are exploited and given an intimate association with the public through the medium of the screen. The Sporting Element may be laboring under the impression that Screen News would find itself newsless without their assistance, but normal thinking individuals know that there is so much going on in the world, that the screen is obliged to crowd out, through lack of time to record it, that the elimination of Sporting

Events could be easily filled in with other interests.

The Sporting Element, as a whole, should not be open to the censure of the Moving Pictures, for we feel that the spirit of Sportsmanship, Fair Play and Fighting Clean is not extinct, but those who have deliberately attacked Moving Pictures should be remembered.

The newspaper which has lent a willing ear to the attacks upon Moving Pictures, should also be remembered, for this paper had every opportunity to investigate the misinformation it published; and even upon given the true facts, did not avail itself of an opportunity to state that they attacked because they were misinformed.

I regret that through my persuasion the Moving Picture Interests were induced to support the Mothers in their campaign against Daylight Saving, but since it is "an ill wind which blows nobody good," Moving Pictures have had an opportunity to find out how they stand in the community to which they contribute so largely. They have had an opportunity to test their friends and their enemies. The Mothers have asked me to thank the Moving Pictures for their generous co-operation toward the abolishment of an illegal condition, a nuisance which is masked under the virtue of being Daylight Saving, a ruling which protects a "privileged class" to the detriment of mothers and children, and which these mothers are determined to annihilate.

—RAY LEWIS.

MGR. KIEFER WRITES SHIPMAN TO ANSWER HIS LETTER TO HIM THROUGH DIGEST

Doysland, Alberta,
February 24th, 1923.

Ray Lewis, Editor,
Canadian Moving Picture Digest,
Toronto.

Dear Ray:

In answer to an article by Mr. Ernest Shipman, in February 3rd, of Digest, regarding "Man From Glengarry," calling for letters for publication by you. I would like to state The writer bumped into one of your special representatives in Calgary, the other day, selling "Man From Glengarry." He asked three times the price of "Cameron of Royal Mounted." Your man stated this picture was worth that much more than "Cameron," because it has that much greater draw, and here is where we beg to differ. You state you want exhibitors to make money on the "Man From Glengarry," and you want three times the money because "Cameron" pleased. There may be an odd exhibitor who can do better on "Glengarry" than "Cameron," but for most

exhibitors and the public, the picture must stand on the merits of "Cameron", and because "Cameron" pleased, up goes the price. If you think the exhibitor and the public are going to pay advanced prices for a Canadian article, you are mistaken. The public and the exhibitor compare values. I would advise you to stop production long enough to figure out the secret of Henry Ford's success, when you have done this, figure this out also: D. W. Griffith, Mary Pickford, Charlie Chaplin, Jackie Coogan, Strongheart, Hunting Big Game in Africa, What the public want in pictures. When you have done this the world will be better for you having lived and you will have made money and so will the exhibitor; and the public will benefit.

Would like this published with your answer in the Digest. Don't answer for the sake of argument.

Yours,

KIEFER'S SHOWS,
Doysland, Alta.

SYD. CHAPLIN MAKES GOOD NEW EDITION KEYSTONE COMEDIES

THE first of the New Edition of Keystone Comedies, with Charles Chaplin, has arrived from the Coast. The Picture is a two-reeler, called "Dough and Dynamite," and Messrs. H. E. Aitken and Oscar Price, of Tri-Stone Pictures, Inc., with some other members of the organization and several guests, had a private view of Syd Chaplin's work as a re-constructor.

The print showed the perfect condition of the original negative, and was as clear and bright as though the negative had just been made. There has been some re-arrangement of scenes, and the captions and continuity are perfectly new. The captions are a scream. Fun in the Chaplin family is, evidently, not confined to Charles! In addition to the new titles made at the Coast, most of which are illustrated, rumors continue to multiply about the art work that has been done in New York; and it is hinted that the film world has a surprise in store all along the line. Contracts continue to be closed by Tri-Stone for territory on the New Edition Keystones. A good many more might have been closed if the Messrs. Aitken and Price had been a

little less particular. They insist on service to the exhibitor, and the man that gets a contract must be able to show his ability and intelligence to give it. The advertising program includes local newspaper work of a rather startling appeal, viz.; co-operation between the exhibitor, the local contractor and the National Organization. In view of the large number of new houses built since these pictures first appeared, and their universal popularity when shown, there seems every justification for the care and expense being put into their presentation.

Famous-Lasky Bowling Team Wins Montreal Now Challenging Toronto

Famous-Lasky team won the championship of the Film Exchanges bowling league, Montreal, and has now challenged the winners of the similar championship in Toronto. These are the team of the Toronto Capitol Theatres. Famous-Lasky big release, the ten reeler, "Adam's Rib," is being released at the Capitol.

New Christie Comedies Include "Second Childhood" "A Hula Honeymoon"

"Second Childhood" and "A Hula Honeymoon," Christie Comedies released in February, through Educational Film Exchanges, are among the much-discussed new comedies from the Christie Studios. The latter is one of the special events of the Christie season, the first comedy starring Henry Murdock, filmed in Honolulu, for the taking of which Al Christie is said to have broken the long distance location record for a two-reeler, a trip of 4500 miles. In this new comedy, Christie announces a new team of players in Henry Murdock and Babe London, Murdock being elevated to a featured position for the first time in Christie Comedies, although he has been appearing in prominent comedy roles in the pictures during the last year. Babe London, as his foil, is the heavyweight girl who has also received favorable mention by reviewers of some of the recent comedy releases.

"A Hula Honeymoon" is built around a human situation, that of a lot of young people in a small town clipping coupons out of the daily paper to win a honeymoon trip to Honolulu. The winning pair embark, flivver and all, with a letter from the Mayor of Punkinville to the King of Honolulu, but instead of the King, who is long since dead, they encounter some Hawaiian dancers (as advertised) near the famous beach of Waikiki. This is said to be, in addition to something unusual in backgrounds and scenery, one of Christie's funniest stories of the year.

"Second Childhood," the other February release, featuring Bobby Vernon, in a farce in which the star plays the role of "Little Oscar" for a visiting uncle. The treatment is broader in this comedy than the usual Christie type of picture, but nevertheless, adheres to the necessary standard of clean comedy insisted on by the Christie organization.

AT LIBERTY. — Projectionist, thoroughly experienced, screen results guaranteed. At liberty April 1st. Married and union. Am also capable manager. Apply Projectionist, Opera House, Kenora, Ontario. 10-17-21

Satan's Paradise
Canada's First

ROBBERS FORCE SAFE OPEN BELMONT, MONTREAL, SCARED AWAY

AN attempt to rob the safe of the Belmont Theatre in the north end of the city of Montreal, recently, was frustrated when constables arrived on the scene and put the would-be thieves to flight. In the Belmont, which is one of the chain of the Independent Amusement Co., Ltd., it was found that a rear door of the theatre had been forced open and an attempt made to open the safe in the office by break-

ing the combination. It was in the early hour of the morning that the constable saw two men rush out of the side door. They made their escape, and when the constable entered the theatre he found burglar's tools lying about the floor of the office and the combination lock of the safe broken. Outside this material damage no loss was sustained.

EXHIBITORS PROTECTED BY SPECIAL CLAUSE IN CONTRACT BETWEEN WARNER BROTHERS AND TERRITORIAL DISTRIBUTORS

WITHOUT debating for or against the uniform exhibition contract which has been a subject much under discussion in the industry recently. Harry M. Warner, executive head of the firm of Warner Bros., recently expressed himself in no uncertain manner on the matter of playing fair with the exhibitor.

"In all the talk about contracts that has been going on of late," said Mr. Warner, "there is one matter, of the utmost importance, both to exhibitor and producer alike, that has not received the attention it deserves. I refer particularly to the practice of what is known as 'holding the club' over the exhibitor. The usual method of procedure is for the exchangeman who happens to have one or two pictures that the exhibitor really wants, to withhold these particular subjects or either place an exorbitant price on them. He then very kindly does the exhibitor a favor by saying: 'Well, Joe, tell you what I'll do, if you'll take these six pictures, which the exhibitor does not want, I'll let you have these two specials at such a price.' Thereby penalizing the producer of the good pictures, who secures a much lower rental than he would if his productions were sold alone on their own merits, and also loading up the exhibitor with more material than he can use and leaving room for future arguments adjustments and a lot of other things that are absolutely unnecessary.

I cannot speak for all the other producers, but as far as the productions of Warner Brothers are concerned, I wish to state here and now that each and every one of our pictures are to be sold exclusively on their merits and exclusive of the productions of any

other producer. To insure the performance of this fact, we have a specific clause in all of our contracts with each territorial distributor which specifies:

That the booking and renting of all positive prints of each of said motion pictures shall be upon contracts separate and apart from the booking and renting of any other prints, films or pictures handled by the Exchange and the booking or renting of any said prints of the Producers (Warner Bros.) feature motion pictures shall not be made conditional or contingent upon the booking or renting of any other pictures, films or prints handled or controlled by the Exchange.

"And," Mr. Warner continued, "if any exhibitor, no matter where he may be located, claims that he has to book other pictures in order to secure Warner Bros. Classics of the Screen, I want to be informed of that fact. I might further add that I am going to back this up to the very limit and want every exhibitor to know our position in the matter, with that end in view we shall advertise this fact in all trade publications and use every means at our disposal to let the exhibitor know that he can always secure a square deal from Warner Brothers."

Beaver Films, Montreal To Release Re-Issues Well-Known Stars

Beaver Films reports that they are bringing in some two-reel Tom Mix re-issues, and also some of Charlie Chaplin. Another interesting film to be re-issued here by this company is "The Half Breed," in which Douglas Fairbanks is featured.

"The Message of Emile Coue" As Strong As Ever

One of the finest exploitation stunts that has been conducted on the Educational Pictures Special, "The Message of Emile Coue," was put on in Marion, Indiana, by the Luna-Lite Theatre, of which Billy Conners is manager.

The Luna-Lite made a tie-up with the Marion Daily Chronicle, which in its issue of February 22nd, carried a four-page section devoted to the Luna-Lite's program and including a large amount of advertising from local merchants, hooking up with the Coue principle of optimism.

The first page was devoted to publicity cuts and illustrations, including a large display on "The Message of Emile Coue." The second and third pages included a double truck to which a considerable number of Marion merchants contributed large space. This also included a story announcing an offer of free tickets to the Luna-Lite, arranged by these merchants.

The fourth page was an ad. for the Luna-Lite program, which included in addition to "The Message of Emile Coue," the feature picture, "One Week of Love."

Nazimova Appeals Exhibitors On Behalf of Her "Salome"

In a statement made directly to exhibitors who book her recently released production of "Salome," an Allied Producers and Distributors' Corporation release, and which played to capacity business at the Criterion Theatre, New York, Mme. Nazimova urges that the film not be cut; that the foreword be allowed to stand; that the musical score issued with the picture be used, even though it necessitate enlarging the orchestra, and that the operator not be permitted to speed the film.

Nazimova gives as her reason for this appeal to the exhibitor, the fact that the picture has been timed to the last second; that every possible foot of film has been cut already; that the foreword with the musical accompaniment, furnishes just the proper setting for the production, and that speeding up by the operator would ruin the feature just as injudicious cutting would.

"Robin Hood," Capitol "One Exciting Night" To Play Allen, Montreal

United Artists are doing some big business, Montreal. "One Exciting Night," the Griffith production, is booked at the Allen for the first week in April, and is immediately followed by "Robin Hood" at the Capitol.

Original from

Announcement



Extraordinary!

Canadian Educational Films Limited, take
pleasure in announcing that beginning

March 26th, and thereafter

we will have the

**Exclusive Distribution of the
F. B. O. Attractions**

Formerly released thru Regal Films.

All contracts have been taken over by our
organization and will be fulfilled.

**The usual High Standard
of Educational Service**

will be the policy adopted in the releasing
of the F.B.O. FEATURES.

O. R. HANSON,
General Manager.

Canadian Educational Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

EDUCATIONAL TO HAVE EXCLUSIVE DISTRIBUTION OF F. B. O. PICTURES FORMERLY RELEASED THRU REGAL

MR. O. H. HANSON, general manager of the Canadian Educational, has made an important announcement in this issue of the Digest, governing the present and future releases of the F. B. O. The F. B. O. pictures have been released through the Regal Films, but a contract has been entered in, between Canadian Educational and F.B.O., whereby the former will have the exclusive distribution of the F. B. O. pictures. All contracts will be fulfilled under the new arrangement and Educational promise the same Standard of Service which marks them as a distinctive unit in the Picture Industry. The new contract becomes in force beginning March 26th, and thereafter.

Separate salesmen will take care of the sales on F. B. O., two in Toronto office of Educational, and two in their Montreal office. The Western territory and St. John distribution will be taken care of by the regular Educational Sales Force. The important aspect about this new development of Canadian Educational is that an In-

dependent Exchange is being established which will be in a position to supply exhibitors with not only the finest short subjects but long features as well.

Exhibitors who have had business dealings with Mr. Hanson, know that his methods are the embodiment of Clean Business and Fair Play.

Among the F. B. O. pictures scheduled for release by Educational are "The Third Alarm," which is playing to such success in Pantages, Toronto, the present week. "Good Men and True," Harry Carey. "Hound of the Baskerville, Special. "Captain Fly-By-Night." Johnny Walker, "When Love Comes," Helen Jerome Eddy. "Canyon of Fools," Harry Carey. "Stormswept, Special. "Up and At 'Em," Doris May. "Can a Woman Love Twice?" Ethel Clayton. "Bishop of the Ozarks," Special. "Fourth Muskateer," Special. "Westbound 99," Special. "Crashing Through," Harry Carey. "The Remittance Woman," Ethel Clayton. "Daytime Wives," Special.

the Park Lawn Cemetery, Tuesday, March 13th.

Mr. (Bill) Baillie wishes to express to the various exchanges who remembered his father with floral offerings, his thanks and appreciation for their remembrance.

Simpson's Fashion Show Noteworthy Event Shea's Hipp.

The presentation of Simpson's fashion show, introducing their Spring opening, with its accompanying display of beautiful women, beautiful clothes and general finery, gave Shea's Hippodrome, Toronto, an attraction which crowded that theatre daily and made standing room the only available position for those who crowded in to see the show, and found every seat taken, during the week of March 5th. The presentation, under the direction of Jack Arthurs, with its musical accompaniment, its scenic background, artistic accessories and interpolation of dances was as novel as it was entertaining; and we congratulate Simpson's upon the opportunity placed at their disposal for the finest bit of advertising any business enterprise could hope to achieve; and Shea's Hippodrome for the timeliness and artistry of their presentation.

Schenck Signs Conway Tearle And C. Gardner Sullivan

Two outstanding film notables, Conway Tearle, the actor, and C. Gardner Sullivan, the writer, have been signed by Joseph M. Schenck.

Tearle was signed to portray the role of Rupert de Vrieac in the Norma Talmadge production, "Ashes of Vengeance," from the novel by H. B. Somerville, which will get under way at the United Studios, the second week in March with Frank Lloyd directing. The picture will be released through Associated First National.

Sullivan, who has been at the head of the Thomas H. Ince Scenario Department, will prepare stories for Constance Talmadge, and is already at work with the Schenck organization. He has begun preparation on the Constance Talmadge vehicle to follow the filming of "Dulcy," which Sidney Franklin will direct.

Victor Heerman, who will direct the initial Sullivan story will assist in giving the narrative screen treatment.

Some of Sullivan's successes are: "Hail the Woman," "Ten Ton Love," "The Painted Soul," "Civilization" and "The Cup of Life."

Sullivan is a former St. Paul and New York newspaper man.

Irene Castle At Allen Packs Houses Daily

Irene Castle is making personal appearances at Allen, Richmond, Toronto, during the week of March 12th, in connection with the Hodkinson release in which she stars "Slim Shoulders." The reserve seat sale was exhausted for the week, about Wednesday, and demand for seats indicates that the star would have been a box-office attraction had she remained two weeks at least. She introduces a dancing act, of which we will give further details in our next issue.

Pioneer Exhibitor Crosses Over the Border

Our sympathy and condolence are extended to the family of the late Adam Baillie, pioneer exhibitor, who "crossed over the border into that land from which no traveller returns." The deceased, who was 63, passed away Saturday, March 10th, after a long illness. He is survived by Mrs. Adam Baillie Sr., three daughters and three sons, the eldest being Adam Baillie (Bill) manager of the Cum-Bac Theatre.

The Exchanges tendered their respects by many beautiful floral offerings. Interment took place at

"Penrod and Sam" Booth Tarkington's Story Associated First National

"Penrod and Sam," Booth Tarkington's famous story of boy life, is to be produced at the Hollywood studios by Associated First National Pictures, Inc. This announcement follows an agreement with Warner Brothers to loan the services of William Beaudine to direct the film.

Encouraged by the marvelous reception which the public tendered, "Penrod," which was filmed by Marshall Neilan for First National release, the latter organization is undertaking to put on an even more lavish boy story from the pen of the famous Tarkington.

Because of Beaudine's recognition in the art of directing children, he was chosen to handle the direction. Also Beaudine is famous for his comedy. So universally is his ability recognized to handle children that he has frequently been employed by many producers to make the "kid" sequences of pictures which were under the direction of their own directors.

The production is to be presented by J. K. McDonald and under the personal supervision of William Beaudine. "Penrod and Sam" is to be filmed at the Hollywood studios with Benny Alexander, protege of D. W. Griffith in the title role.

GIVAN BROTHERS, SUSSEX, N.B., LEASE SUSSEX OPERA HOUSE

THE management of the Imperial Theatre, Messrs. C. F. and E. A. Givan, have leased the Sussex Opera House for a term of years, and after March 15th, the latter house will be closed for the present, or until a definite operating policy has been decided upon. In the meantime, all applications for rental of the Opera House, for any purpose, are to be made to the Imperial management. This theatre is heralded as "the leading and best small town theatre in Eastern Canada."

This is part of a general scheme to vastly improve theatrical conditions here. Two of the very latest type of picture machines have been purchased and have already arrived. When these are installed the Imperial will have an equipment second to none in Canada. Hydro makes these machines possible. They are the last word in motor driven and automatically controlled mechanisms. As at least two

of these machines will always be in use, all pauses between reels will be entirely eliminated. As a reel approaches its end in one machine, another machine takes up the next, the result being a continuous picture.

It is also proposed to make considerable changes in the theatre itself. The balconies are to be continued down the sides, in the form of a horse-shoe. This will not only add 100 to the seating capacity, but will vastly improve the appearance of the theatre.

The Imperial has also bought out the equipment of the Colonial Theatre, Moncton, and all of such as can be used to advantage will be added here, the remainder being sold elsewhere.

Good as the Imperial's equipment has been in the past, these changes and additions will place it in the first rank of Canadian Theatres. These innovations, which represent an outlay of some \$3,000.00, will no doubt be highly appreciated by the public.

"DOROTHY VERNON OF HADDON HALL" "ROSITA," MARY PICKFORD PRODUCT

MARY PICKFORD announces that she is all ready to start work on a new photoplay production; and going to produce two pictures at once, neither one of which will be "Faust."

"My first new play is to be an original story," said Miss Pickford, under the working title of 'Rosita,' but before this is complete I expect to have started work on 'Dorothy Vernon of Haddon Hall,' the script for which already has been prepared."

Asked why she had decided not to film "Faust," Miss Pickford exclaimed:

"As a matter of fact, I have decided merely to postpone 'Faust'. Each star, you know, has her own special follow-

ing and it seems best after a careful analysis based on correspondence from those who are interested in my photoplays, as well as a survey made through our various exchange offices, not to step suddenly out of the type of story the public has been accustomed to associating me with, into anything quite so dramatic as 'Faust.'"

Miss Pickford's new story, the final title for which will be decided upon later, is from the pen of a European dramatic editor and was brought to this country by Ernest Lubitsch, director. The scenario was prepared by Edward Knoblock, noted dramatist, who also wrote the script, in collaboration with Mr. Lubitsch, for "Faust."

Famous Players Releases Fine Representation, Montreal

Famous Players are releasing a Pola Negri picture, "Mad Love," at the Allen, here shortly. The recent showing of "Me and My Gal," played to record business at that theatre and there was some talk of its being continued for an extra week. Standing room only was the slogan for the whole of the first week. Four other big releases by this exchange will be "Vanity Fair," at the Allen; "The Christian," which is on the way; "Brothers Under the Skin," at the Imperial; and "Broken Chains" at Loew's.

Officials of United Artists Visit Montreal Exchange

United Artists exchange, Montreal, has lately been favored with a flow of visitors to the Montreal office. R. K. Evans, general manager for Canada, was one of these and with the assistance of Irving Sourckes, the local manager, closed a number of deals. B. Wolpin, auditor, is also there. A third is Joe Keller, of Cleveland, who landed here with the "Robin Hood" contract and sold it right away. Mr. Keller is going on to the Maritime Provinces, where he expects to do some lightning business.

"Hazel From Hollywood" Gets Advance Exploitation

The new Christie Comedy, "Hazel From Hollywood," was given special attention at the Granada Theatre, San Francisco, by unusual comedy billing and advertising. The previous week the Granada, under the direction of J. A. Partington, ran a trailer specially for the comedy attraction, while the week of the showing billboard space, electric lights in front of the theatre and newspaper advertising was devoted to this subject.

During the same week, another first run theatre in the same city, the Imperial was advertising the Christie Comedy, "The Chased Bride."

Also during the same week new Christie Comedies were prominent in Cleveland. "Hazel From Hollywood," underlined at Loew's Park, while "Chop Suey" was billed at the Mall, Alhambra and Metropolitan, while Allen was advertising "In Dutch," in advance for the following week.

Teaser Campaign Introduced "One Exciting Night"

When D. W. Griffith's mystery picture, "One Exciting Night," a United Artists Corporation release, was booked for showing at the Circle Theatre, Indianapolis, Ind., the theatre management put through a tie-up with the Indianapolis Star, which had exceptional results in attracting attention of the public to the forthcoming Circle attraction.

The tie-up took the form of a symposium, conducted for two weeks in advance of the play date for the picture, by the Indianapolis Star for the best letters from readers, describing the most "Exciting Night" in their experiences. Prizes of \$1 each for the daily best letters were given by the Star. As the symposium closed, all letters were judged again and the best of all won an award of \$50 cash prize.

This contest ended one week before the play date for "One Exciting Night," and immediately following it a teaser advertising campaign was started in Indianapolis newspapers, the copy referring mysteriously to "One Exciting Night," and timed to tie-up with the display advertising and announcements just before the opening of the picture. Throughout the teaser advertising campaign a tantalizing atmosphere of mystery was built up to lead directly to the theatre engagement itself. The Regent in Toronto, will present "One Exciting Night," March 12th.

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R. A. ROWLAND WARNS AGAINST REDUCTION OF ADMISSION PRICES

THE idea of reducing box office admission prices to increase patronage is a fallacy and in direct opposition to the progress of motion pictures, says Richard A. Rowland, general manager of Associated First National Pictures, Inc., in answer to a recent article in a trade journal, recommending a reduction in prices as a solution to poor business.

"Every day newspapers and theatre patrons are asking for better pictures which in the final analysis means pictures requiring a greater outlay of money, more time for their production and greater artistry. Exhibition standards are constantly being raised to meet the more critical tastes of amusement seekers and exceptional pictures are going in for long runs and securing without protest advanced admission prices. In view of these favorable signs of the times any widespread reduction in box office prices could only result in disaster for the industry by reducing the quality of productions and destroying respect for the screen that has been built up through years of sincere effort on the part of producers, exhibitors and the public.

It is possible that some theatres might benefit by a reduction in admission prices from causes that are local, but it is dangerous to judge an entire industry by such remote examples. One theatre, it has been stated, reduced its admission price one-half and more than doubled its attendance. If such is true, it is a remarkable achievement, but it is possible that other elements entered into the increase in business. A reduction of fifty per cent. in admission prices

means that an exhibitor must double his attendance to secure the same receipts and if he is to increase his receipts must create a clientele perhaps three times as large as he formerly enjoyed. Is such an achievement possible in even one per cent. of the theatres of this country? Is your population sufficient to assure you such a tremendous increase in attendance? Are there enough potential patrons in your neighborhood to justify such a gamble? And lastly, what is the effect on competition?

"Theatre patrons do not come out of thin air, the majority of them must be pulled from other theatres, and as a result your competitor must slash his prices to meet yours, with the result that soon all are selling admissions at reduced prices while the new flow of patrons that have brightened your doors for a period gradually drift back to their old haunts and both your competitor and yourself are in exactly the same position you were before, minus a large portion of your gross receipts. It is not likely that theatre patrons will accept entertainment half as good for half the price.

"In some cases a reduction in price of less desirable seats will probably achieve good results without sacrifice of your standard of quality, but wholesale slaughter of admission prices is a dangerous path to take. Superior showmanship, better advertising, creative exploitation and a constant striving toward higher quality of entertainment will do more toward meeting the public's constantly changing demands than any other course the thoughtful exhibitor can pursue."

Three Popular Ingenues New Griffith's Photoplay

Three ingenues, each of whom have either starred or had important leading roles in a number of photoplays, will appear in D. W. Griffith's forthcoming production, "The White Rose."

They are Mae Marsh, the wistful; Carol Dempster, the sedate; and Jane Thomas, the vampish. With these three varied types of young womanhood, Mr. Griffith is planning to tell the story of the girl of today.

For photographing the necessary outdoor scenes, Mr. Griffith and his staff are now in Florida, where he is making his headquarters at the Brunton studios, Miami.

Mgr. W. H. Golding Appealing To Children With Universal Serials

Universal Pictures are seen regularly at the Imperial Theatre and at the Unique, St. John. The Imperial is now showing "The Leather Pushers," a very popular serial finding special favor with the men and boys. W. H. Golding has the softest place in his heart for the kiddies, as is well-known and their interests are always well looked after at the Imperial Theatre. Here is just another instance: Mr. Golding has booked the Universal Super Special, "The Days of Buffalo Bill," and has adopted an unusual way of scheduling the playing of this adventurous story. In order to finish the serial before the summer holidays, the serial will be shown as follows:

Two episodes the first week, two the second week, and two the last week, thus closing before June 29th, and showing eighteen episodes in fifteen weeks. The children, who throng the Imperial on Fridays and Saturdays, will appreciate the thoughtfulness which prompted this arrangement. Imagine having to go to the country, leaving Buffalo Bill in one of his amazing situations, and not knowing the outcome of the adventure.

Mgr. J. Kraker Leaves St. John Opera May Visit Toronto

It was with regret that friends in St. John learned that Mr. J. Kraker had severed his connection with the St. John Opera House. It is understood that Mr. Kraker will continue in the film business probably in Toronto. Both he and Mrs. Kraker have made many friends in St. John, where they will be greatly missed.

James Young To Film "Wandering Daughters"

James Young is now all ready to go ahead with production of his first independent picture for Associated First National.

It will be a picturization of "Wandering Daughters," Dana Burnet's story published in the Cosmopolitan Magazine. Mr. Young will produce it at the United Studios in Hollywood.

Meantime Edwin Carewe has arrived in California to make his second "First National Picture," which will be a photodramatization of "The Girl of the Golden West." His first, "Mighty Lak a Rose," featuring Dorothy Mackaill in an all-star cast, including James Rennie and Anders Randolph, is slated for early release.

"Mighty Lak a Rose," "The Girl of the Golden West," and "Wandering Daughters" are the first of a series of pictures to be produced by Associated First National under its plans to enter the producing as well as distributing field.

James Young's most recent directorial contribution to the silver sheet was "Omar the Tentmaker," a Richard Walton Tully production, starring Guy Bates Post. He returned to Los Angeles, after a trip to New York, where he concluded this arrangement with the officers of First National, to make his own productions and conducted other negotiations with publishers, theatrical producers and agents for the film rights to the various stories which he wants to translate to the silver sheet. He is busy making active preparations for actual filming of his first production which he plans to complete before he is summoned to direct "Trilby" for Richard Walton Tully. This will also be a forthcoming First National Picture.

LOCAL PAPERS DEVOTE EDITORIALS PLEADING FOR CANADIAN PERIODICALS

WE take pleasure in re-publishing excerpts from an editorial headed, "Give Canadian Periodicals a chance," which appeared in the Mail & Empire. We have been trying for seven years to establish a Canadian Moving Picture periodical; and those directly interested in Moving Pictures in Canada know the difficulties we have encountered and partially surmounted. If Canadians are not interested in the business enterprise of their own country, enough to have them concentrate toward making Canadian enterprises successful, they have no "come-back" when Canada is exploited by a people more enterprising and with more initiative. However, since there is an adage which states, "It is never too late to mend"—we recommend that those engaged in business enterprises in Canada, making their living in this country, adopt a spirit of reciprocity toward Canada; and that Canadians begin to follow the "flag-waving spirit" of our U.S. neighbors, not literally, but in its fullest interpretation.—(Editor).

"The House of Commons knew what it was about when it passed Mr. Hocken's resolution declaring it to be desirable that measures be adopted to

encourage the publication of Canadian magazines and periodicals. The matter was so fully discussed by the members as to leave no chance for misunderstanding. To encourage the publication of Canadian periodicals it is necessary to restrain the circulation of American periodicals here. From the teeming presses of the United States millions of copies of magazines and other serials are distributed in this country every week. Some of them are good, some of them are bad, but all have this defect—they are not Canadian. In some cases they are anti-Canadian and anti-British. Most of them are carriers of American sentiment. With that sentiment we have no quarrel. The more thoroughgoing the Americanism of these publications, the more do they deserve praise in their own country. But Canada ought not to be the seedbed of ideas, standards, manners and morals that are peculiar to the great country to the South of us. To say that is not to reflect upon those ideas, standards, manners, morals, but Canada has her own national character and has her own destiny to pursue. She must not allow her genius as a people to be suppressed and the in-

fluence of the United States made paramount in her own population. If Canadian magazines and periodicals were numerous in Canada, and if our neighbors took as lively an interest in this country's affairs as our people take in American affairs, we should be in a position to withstand the strong dissemination here of American ideas through American periodicals and there would be a fair exchange of ideas. But now there is no such reciprocity, and our publishing industry must have reasonable protection in order to get on its feet and do its nation-making work."

Owen Davis Stage

Success New F.B.O.

Warner Baxter, who recently signed a long term contract with the Film Booking Offices of America, will soon be seen in his first picture for that company. He has been cast for the leading male role in "Blow Your Own Horn," an Owen Davis stage success which will be put into production at an early date at the F. B. O. studios in Los Angeles. The search is now on for a suitable leading lady to play opposite Baxter. This feature will be released through Canadian Educational.

THE "MONEY" IS READY

The first picture in the New Edition of **KEYSTONE** Comedies has just come from the coast, where it has been under complete reconstruction by Syd Chaplin.

Funny as "Dough and Dynamite" with Charles Chaplin was originally—it is funnier now. Unbelievably absurd. For even the few serious bits have been burlesqued.

You have been hearing rumors of these reconstructed **KEYSTONES**.

They are ready now—to make money for **Exhibitors**. Which is different from **just** taking money at the box office. They mean a big **NET**.

Territory is closing rapidly.

TRI-STONE PICTURES, INC.

H. E. AITKEN
OSCAR A. PRICE

565 Fifth Avenue, New York.

SHEA'S VAUDEVILLE THEATRE ANOTHER LINK IN CHAIN FAMOUS PLAYERS CAN. CORP.

ALLEN'S Richmond St. Theatre, Toronto, known as the Allen's First Run House, may have a formidable opposition in Shea's, the vaudeville house, operating on the opposite corner. It is reported that the Famous-Players Canadian Corporation will take over this theatre August 1st. Mr. Jerry Shea will continue as manager. If one is to judge by the packed houses of Shea's Hippodrome, any house appears to be successful which comes under this corporation's management. A bigger future may be in store for Shea's vaudeville, although this theatre appears to have a monopoly on exclusive vaudeville; and packed houses are in evidence both afternoon and evenings. Mr. N. S. Nathanson, managing director of Famous-Players Canadian Corpora-

tion, has been out of the city, and therefore could not be interviewed in regard to the Shea report. All sorts of rumors are current, one is to the effect that vaudeville and pictures will be introduced during the summer months, during which this theatre generally closes. Another rumor states that the theatre will be enlarged; and still another rumor embraces the idea that the Famous-Players Canadian Corp., are not centralizing their efforts in the building and securing of picture houses only. This corporation will widen its interests to other theatrical and amusement fields; and should the public decide that "the play's the thing," it is a wise man who arranges his business interests so that he is in a position to give the public what they are demanding.

EXHIBITOR'S REMARKS REVEALS FILM SALESMEN BUSINESS METHODS

"PRISONER of Zenda."—Metro, Regal. Condition, story, title, good. Reels, 10. Remarks: Before playing the picture a number of the salesmen told me this picture had not gone over big anywhere, or only in a few places, which frightened me a bit, as I paid big money for it.

I intend to give an honest opinion, both my views on all pictures, also that of my audience, even if the salesman for that company sees my report on the good pictures, then comes around and wants more money (M. Nelson, please note.)

A better picture than "Prisoner of Zenda" would be very hard to find. It drew the better class of people and

lots of them from neighboring towns, as well as crowds from my own town.

The western crowd don't care for it, but there is lots of the other crowd who certainly don't get their chance very often at a picture like this. We need both crowds and in our town we have to play all types of plays to attract all types of people and make it pay. "Prisoner of Zenda" went big with me and they liked it.

"One Stolen Night."—Vitagraph, Star, Alice Calhoun. Reels, 5. Story "very old stuff." Condition and title of film, good. Remarks: Simply awful, our candid opinion, also the opinion of our audience.

FRED. R. PURSEL.
Mgr. Lyric Theatre, Simcoe.

"The Miracle Baby" American Magazine Story With Harry Carey

Harry Carey will soon start production on "The Miracle Baby," a story by Richard Pierce published in the American Magazine, and to be released through Educational.

"Wesbound Limited" Emory Johnson Production

Emory Johnson has changed the title of his forthcoming railroad drama from "Westbound 99" to "Wesbound Limited," and it will be issued under the latter title by the Film Booking Offices of America, and released in Canada through Educational.

Bryant Washburn Signed For "Temptation", Third C.B.C. Box Office Winner

Bryant Washburn has been signed up to play a leading role in "Temptation," third on the C.B.C. Film Sales Corporation series of Six Box Office Winners.

Mr. Washburn, it is announced, was selected some time ago by the C.B.C. officials, and by Director Edward J. LeSaint, as being excellently suited to the role outlined in the story and continuity.

It is announced that an entire cast for "Temptation" is tentatively lined up, including, like "Only a Shopgirl," an all-star array that will prove of box-office value.

"We aim to make each picture better than the last," says Producer Harry Cohn—"and the cast of 'Temptation,' when it is finally announced, will be even stronger than the one in 'Only a Shopgirl'—and that one aroused a tremendous amount of comment throughout the field."

Charles Ray's New Picture "The Girl I Loved," Praised by Los Angeles Critics

"In 'The Girl I Loved,' Charles Ray has proved himself a supreme artist of human emotions, in the history of human soul," said a reviewer for the Los Angeles Express, following a recent pre-view of Mr. Ray's second big photoplay feature for United Artists Corporation, scheduled for early release.

"The picture is a poignant tragedy of soul-searching that disclosed a most sensitive artist, not without gayer, lighter moments; and a brave traveller who dared to step to the next rung in motion picture production with life as it is in its true and saner aspect, in its finer manifestations.

"'The Girl I Loved,' a screen version of the James Whitcomb Riley classic poem, marks another epoch in the artistic career of Charles Ray. To Patsy Ruth Miller also was accorded the opportunity to distinguish herself almost equally with the star, a remarkable generosity in such a production. Miss Miller appreciated her chance, although she might easily have overlooked it.

"Whether Mr. Ray knows it or not, this new picture has helped to strengthen his pictures measurably, in preserving illusion of reality."

"Daytime Wives" One of F. B. O.'s Features Released by Educational

All the glittering gayety of Gatti's far-famed night cafe of London, has been flawlessly reproduced in "Daytime Wives," a new motion picture of domestic upheaval now in production at the Film Booking Offices studio in Los Angeles. Gatti's is to London, what the Palais Royale is to Broadway—the rendezvous of the jaded night crowd. Here one goes for one last thrill to top off the evening. When the theatres of the great British metropolis disgorge their multitudes, hundreds wend their way by motor or foot to Gatti's, there to wile away the hours between midnight and dawn.

In "Daytime Wives," director Emile Chautard, with the assistance of Art Director Heywood, has perfectly reproduced the scenes that occur nightly in Gatti's. This affords a vivid atmosphere for "Daytime Wives."

EDITORIAL FROM LIFE HEADED "GOD SAVE THE SCREEN" MENTIONS SCREEN'S LIFE-SAVERS

MANAGER PURSEL, of Lyric Theatre, Simcoe, has very kindly forwarded an editorial from Life, headed, "God Save The Screen." It is so sound in its judgment—so true in its outlook, that we publish it in its totality. There is a movement now in Los Angeles with some of our best stars and producers sponsoring it to save the screen from the "box office idea slogan." Pictures will be produced with art and idealism as their controlling factor; pictures which will make present-day history and remain one hundred years hence as imperishable symbols of what moving pictures endeavoured to express in the early twentieth century. It would take pages to enumerate our possibilities for good, what good we have already accomplished. It would take nearly as many pages to record our failures of the past, our weaknesses of today, but the imprint of a purification process, through the elimination of the "undesirable class," is steadily and we can further state rapidly being consummated; and moving pictures will yet become the melting pot of all classes.—(Editor).

"Alice Duer Miller recently observed that the trouble with the silent drama is this:

The people who go to the movies don't criticize them—whereas the people who criticize the movies don't go to them.

Here, in one short sentence, is expressed a truth which has occupied a great deal of valuable space (see advertising rates) in Life. I have tried to say that same thing many times and have used many superfluous words in the effort.

However, Mrs. Miller has saved me from further verbosity, and to her goes a vote of thanks from the readers of Life.

The movies need criticism, because they deserve it. In their present state, with a few glowing exceptions, they are undeniably low. But this isn't because the movies, as such, are a low form of art. It is because they are so highly profitable. When a producer knows that he can create something which will reach hundreds of millions of people, he is not inclined to concentrate on a select few.

As a result, the select few feel that they are neglected. They boycott the movies, and they band themselves together in choirs and chant hymns of hate against this art which is served up in tin cans.

Nevertheless the movies remain. Their power increases. Just at present, film theatres in every country of the earth are playing to capacity, and the movie studios are working night and day to satisfy the exorbitant demand. And, great grief! how the money rolls in!

What, in that case, is to be done about it?

Intelligent people and people who fondly consider themselves to be intelligent, are spurning the movies. They believe that all photoplays are typified in an example like "Why Girls Leave Home"; they believe that Hollywood is a den of iniquity, where wealthy gutter-snipes are permitted to expend their enormous salaries on bootleg liquor, cocaine and riotous living; they believe that all those who make, support or patronize the movies are irretrievable low-brows.

If this condition of ignorance is fostered, the fate of the silent drama will remain in the hands of Merton Gill; and everyone knows that Merton is eminently satisfied with the movies as they are.

Which means that they will become steadily worse.

The outlook, however, is not quite so dismal as it seems.

A determined minority is now in evidence, and its membership is increasing steadily. It is composed of the same sort of people who started the much-laughed-at "Little Theatre Movement." They are the torch-bearers of the movies—and for all their apparent impracticality and foolish altruism, they are sincere. And what is considerably more to the point, they have the right idea.

The object of their various efforts is this:

To establish, wherever possible, a non-commercial theatre, which will be devoted to the development of those artistic possibilities that the motion pictures unquestionably possess.

This, to the ear of the hard-boiled professional, may sound silly. But the thing has been done before, as anyone who has watched the progress of the drama in New York will testify. The Washington Square Players, the Provincetown Players and the Theatre Guild looked foolish and arty when they were first started. But today the commercial managers are eagerly exploiting the playwrights, actors and scene designers who were

originally discovered by these amateurish, independent organizations.

The same thing can be done in the movies, in much the same way; and if the determined minority of torch-bearers will stick persistently to their ideals, the thing will be done.

They should not try to meddle in film production. That can be accomplished only by people who have served their terms of apprenticeship in the movie studios, and who understand the intricacies of this painfully complex art.

The big job at present is to educate the potential audiences—the self-appointed intelligentsia who criticize the movies because, as Mrs. Miller points out, they never go to see them.

They must be taught that the screen may provide vivid drama and beauty in its most plastic form, coupled with a realism that is impossible in any other medium.

They must see how Douglas Fairbanks reproduced the romance and the gorgeous pageantry of the middle ages in "Robin Hood"; they must see how Robert Flaherty realized the intense vitality of the Arctic in "Nanook of the North"; they must see how Rex Ingram recorded the cruel futility of war in "The Four Horsemen of the Apocalypse."

These are obvious examples. There are others, like "The Cabinet of Dr. Caligari," "Tillers of the Soil," and Robert Bruce's "Wilderness Tales," which are equally graphic proofs of the power of the camera; and above all, there are the comedies of Charlie Chaplin, Harold Lloyd and Buster Keaton, which have already come dangerously close to art.

When intelligent people start to support the movies, and encourage them, the producers will respond with better pictures. What is more, the silent drama will lose none of its present widespread appeal. The fans will follow wherever they are led.

Merton Gill isn't nearly so stupid as he looks."

R. E. S.

Tri-Stone Pictures Inc. Control All Rights On Keystone Comedies

We are informed that Tri-Stone Pictures, Inc., absolutely control all rights on Keystone Comedies, and that the Legal Department of the Corporation has not only perfected plans for vigorous and immediate prosecution of infringements, but has arranged through a national agency, to be instantly informed of the appearance of any unauthorized print.

"PEST OF THE STORM COUNTRY" EDUCATIONAL MERMAID COMEDY 'COLD CHILLS', 'KICK OUT' COMING

JACK WHITE, the young producer director of Educational-Mermaid Comedies, is working on the final group of the 1922-23 series of Mermaid Comedies for Educational and nearing the close of his third year in supervising Mermaids.

That White is fulfilling his promise to make every comedy a special is testified by the last of the group which has just arrived in New York. White is alternating Louise Fazenda and Lige Conley in his productions, Fazenda being featured in a series of burlesques, the first of which, "Pest of the Storm Country," is now enjoying representative bookings in first run houses throughout the United States and Canada. Conley's work is snappy, action comedy which contains a large amount of thrills, calculated to bring gasps from audiences case-hardened by years of serial thrillers.

"Cold Chills" will be Fazenda's next comedy. White has wisely given the entire leading part to Fazenda in this comedy. It is said to be a burlesque on the mystery plays of the present day, and to approach in creepiness Griffith's "One Exciting Night." The producer has stepped out of the usual comedy field with a big production in which magnificent sets, which would do credit to a longer dramatic production, are utilized. An entire ballroom, for instance, occupying an entire stage was constructed at the United Studios for one scene of the picture which was vital to the story.

The reproduction of the trans-Atlantic liner represented the largest set of its kind ever constructed at this studio, which has seen the making of some of the greatest pictures of screen history.

Jack White gave his entire time to the personal supervision of "Cold Chills," which was directed by Del Lord and Robert Kerr, two of the leading comedy directors. Supporting Miss Fazenda in the cast were such comedy favorites as Harry Gribbon, Otto Fries, Jack Lloyd and Sunshine Hart. Fazenda is now engaged in the production of her third comedy under the Mermaid banner.

Lige Conley's recent comedies have been of the fast action type. "Casey Jones, Jr." was a railroad comedy, and some of the stunts undergone by Conley, in this picture, would have done credit to the heroes of the serial thrillers of the past. "Hold Tight," his current comedy, is another action picture, only one feature of which is an automobile race between five cars through crowded streets.

Conley has just completed what is perhaps his magnum opus—"Kick Out," a comedy built around a motion picture studio. For this picture Jack White rented an entire lion farm. More than fifteen jungle kings were used in this picture, and some original and thrilling "lion stuff" was secured.

Supporting Conley in this picture is the blonde Lillian Hackett, Otto Fries, Cliff Bowes and Spencer Bell, the humorous colored comedian. The production was directed by Del Lord under the supervision of Jack White.

Conley's next production, yet unnamed, is written around a motion picture theatre. In line with White's intention to surround his stars with the best talent available, Mack Swain, who has been featured in comedies under his own name, will be seen in a prominent part in the cast.

Mgr. W. Golding Gives Interesting Talk Manager of Miss Canada

Mr. Walter Golding, manager of the Imperial Theatre, gave an interesting talk before the St. John Advertising Club recently, on his experiences as manager for Miss St. John, afterwards chosen as Miss Canada, in Montreal.

Ernest H. Bowman Will Distribute Shipman Canadian Features Maritime

Maurice West, of Burpee and West Films, has returned from the Maritime Provinces, and has made arrangements with Ernest H. Bowman, of St. John, to handle in that district, the Ernest Shipman and other productions distributed through the B. & W. films. "The Rapids" had its Canadian premiere at the Orpheum, Montreal, February 11th.

Roy B. MacDonald To Manage St. John Opera House

Roy B. MacDonald, for six years assistant manager to Mr. J. M. Franklin, at the Strand Theatre, Halifax, has been appointed manager at the St. John Opera House, of which Mr. Franklin is lessee. Mr. MacDonald is already installed at the Opera House, where his theatrical experience will be of value. He was most popular in Halifax, and will doubtless make as many good friends in St. John. The Carroll Players are drawing excellent houses in St. John, and are proving great favorites.

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Fulco Theatre Specialties

**EVERYTHING
FOR
THE
THEATRE**



A SUPERB COMBINATION !!

A Gold Seal Automatic Ticket Register in the Cashier's Booth. De Luxe Motigraph Projectors in the Projection Room, fed by Rexolux Motor Generators providing Direct Current Arcs, with Fulco Speedco Arc Controllers to maintain even illumination and Cinephor Projection Lenses projecting a perfect image on a Superlite Gold Fibre Screen, with its perfect projection surface, and Coleman Service to back it all up—

Can You Beat It? We'll Say You Can't!!

**PROMPT AND
EFFICIENT
SERVICE**

THE COLEMAN ELECTRIC CO.

21 DUNDAS ST. EAST, TORONTO, ONT.

"COURTESY with SERVICE"

Hermant Bldg.

Main 3890

HOW SIR OLIVER LODGE AND CONAN DOYLE WERE TRICKED 'SATAN'S PARADISE' A REVELATION

ONCE in a long while the exhibitor is lucky enough to secure a subject which enables him to utilize real exploitation methods. This type of photoplay feature is a joy to the live wire manager. It inspires him to employ originality, initiative and energy. Through his own enthusiasm he cannot help but enthuse the patrons of his theatre. The whole atmosphere exhudes action—and his feature goes over with a bang. The exploitation of his picture is a complete success and the box office tells a wonderful story at the end of the week. The exhibitor is the first one to tell you that such a stunt can be accomplished in only one way—the picture must "be there." If the picture cannot stand the acid test, the greatest exploitation campaign in the world, can't put it over. But given a picture with genuine exploitation possibilities the moving picture house which fails to work every angle is missing a big bet.

One of the best examples of a first rate picture with tremendous exploitation possibilities yet to be presented is ready for the Canadian exhibitor and waiting to play your theatre. "Satan's Paradise," a Filmcraft production, by Blaine Irish, is an all Canadian picture, and is causing a sensation in picture circles. It is understood that there is no small amount of interest centralizing around the Famous Players Film Service camp where this new Canadian feature is being made ready for its big trans-Canada spring offensive.

The business that "Satan's Paradise" did during its premier run at the Allen Theatre, Toronto, the week of March 5th, is the talk of all exchanges. The exploitation of "Satan's Paradise" is one of the features of the year. No picture that has ever opened in a Canadian city has been supported by a more thorough advertising campaign. The reason? "Satan's Paradise" itself. The subject lends itself to exploitation stunts and it merits them. One idea leads to another, and few people can resist the influences that arouse the interesting state of mind known as curiosity.

The biggest picture offered means nothing to the theatre or the box office unless the amusement buying public can be attracted. No picture is big enough by name or nature to stand up because of exploitation alone. "Satan's Paradise" offers a world of opportunities, and the fact that business grew day by day in the first run at the Allen is positive proof that there

is a happy combination of merit and opportunity. The energetic and alert exhibitor should immediately get in touch with Bill Stewart and get the dope. Famous Players Film Service is ready to do business with the Canadian exhibitors. Surely the Canadian exhibitors are ready to do business with the public. Place your bet through your nearest Famous Players exchange.

Ethel Clayton Stars "The Remittance Woman"

Achmed Abdullah has contributed a noteworthy story to the screen in "The Remittance Woman," in which Ethel Clayton will soon appear. The story was published in Blue Book Magazine and is described as a romantic Chinese melodrama. An F.B.O. for Educational.

Carewe Takes Players To Utah To Film Big Belasco Stage Success

Edwin Carewe has left Los Angeles with two carloads of players and picture paraphernalia, for Zion National Park, Utah, where he will photograph the scenes for the First National picture, "The Girl of the Golden West," the great David Belasco stage success and later the operatic triumph in which Enrico Caruso enacted the role of the sheriff.

The members of the cast who are with Mr. Carewe are: J. Warren Kerrigan, who plays the role of Ramorrez; Russell Simpson who will enact the sheriff; Sylvia Breamer, the girl; Wilfred Lucas, the express agent; Hector Sarno, Castro; Nelson McDowell Sonora Slim; Joseph Hazelton, the Judge; Cecil Holland, Antonio; Minnie Prevost, the Squaw. Barbara La Marr may also join the company.

Subscribe To The Digest
\$2.00 a Year.



BLAINE IRISH

Smiling Producer of "Satan's Paradise."

Original from

Filmcraft
Presents



SATAN'S PARADISE

CANADA'S PREMIER PICTURE

A TRIUMPH OF ORIGINALITY!!!

Crowds greeted the first showing of "Satan's Paradise," at the ALLEN FIRST RUN THEATRE, Toronto; and PACKED THE THEATRE for the ENTIRE WEEK. The PRESS were UNANIMOUS in their PRAISE, but READ their comments for yourself.

TORONTO DAILY STAR:

"'Satan's Paradise' is remarkable because of its genuine entertainment. It will prove that Canadians can produce pictures equal to the best from Hollywood."

TORONTO GLOBE:

"A decidedly striking film. The whole production compares well with the best importations from Hollywood and the big foreign studios."

FRED JACOBS, TORONTO SUNDAY WORLD:

"The first all 'Toronto' seven-reel feature-drama has just been completed. The producer did not import players to appear in this picture, he found sufficient local talent to take all the parts. It is quite a creditable beginning."

H. W. JAKEWAY, TORONTO STAR WEEKLY:

"'Satan's Paradise' has been produced by Filmcraft Product—The picture is cleverly done. The acting is surprisingly good, and from every angle it will compare favorably with the products of the big American studios."

CANADA'S OUTSTANDING HIT!!!

Arranged and directed by BLAINE IRISH

Released Now:

FAMOUS PLAYERS FILM SERVICE

Toronto

Montreal

St. John

Winnipeg

Calgary

Vancouver.

Wow!

\$5,000
that he'll take the
horse over the
first jump.

\$5,000
that he'll take
him over ten
jumps.

\$10,000
that he'll finish

THAT'S THE
BET!



Thos H. Ince
Presents the Hit of the Year

The Hottentot



MADGE BELLAMY
—just crazy about horses.



DOUGLAS MACLEAN
—can't even stick on a rocking
horse, but has to ride "The
Hottentot" because the girl
thinks he's a famous steeple-
chaser.

Your patrons will yell---

when those horses hit the hurdles over five miles of
treacherous water jumps—a thrill with every spill—
they'll be up in their seats—riding all the way?

HIPPODROME---TORONTO

Week of March 19th.

Any picture that will get you
the money is worthy of having
its trade-mark prominently
displayed.



SAVOY---HAMILTON

Week of March 19th.

It carries a proud trade-mark
and is the best box-office
attraction in the field to-day.

March 17th, 1923

Vol. 14, No. 44

CANADIAN MOVING PICTURE DIGEST

2 things are vital in the success of any theatre—the management and what goes on the screen.

Good pictures can, in a measure, overcome bad management—but the most brilliant management can't overcome bad pictures.

Which is Effecting Your House?

Try pictures with this trade-mark on your screen consistently for one month—it will pay



If it doesn't pay write a letter to the world and tell us we are wrong. Fair isn't it?

TORONTO, CANADA,
MARCH 17th, 1923

Cameo

CLEAN CUT COMEDIES

Directed by Fred Hibbard

The cleverest and fastest
rough-and-tumble
single-reel comedies
of the day.

Always a hit—
on Broadway
or Main Street

NATIONALLY ADVERTISED
TO YOUR PATRONS



"TEA N TEA"

"A single-reel comedy with enough
action to satisfy the most ardent"
—M. P. NEWS

"DOG SENSE"

"This is a delightful comedy, funny,
and one of the few admirably suit-
able for children."
—N.Y. MORNING TELEGRAPH

"Unusually entertaining. Grab it, it
is a crackerjack."
—M.P. WORLD



"BUMPS"

"The title 'Bumps'
is appropriate. The
flivver 'bumps' all
the sentiment into
amusing situations"
—M. P. NEWS



Canadian Educational Films Limited

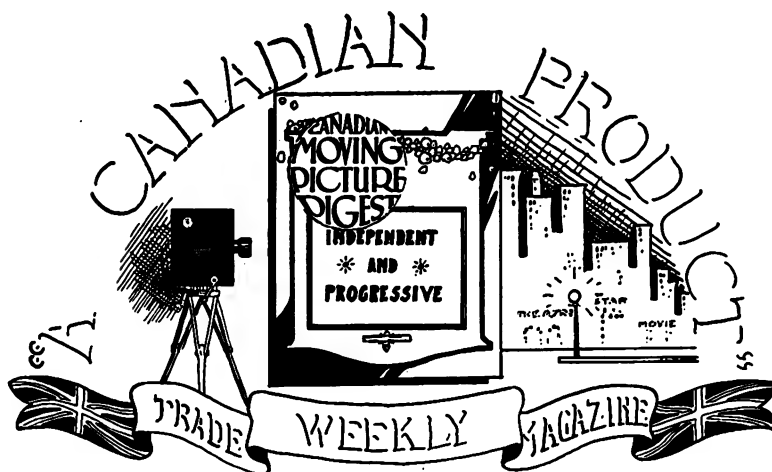
Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS
Managing Editor

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The
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**27 JARVIS STREET,
TORONTO**

ABE LEWIS
Business Manager

VOL. 14, No. 47

TORONTO, CANADA

MARCH 17th, 1923

A PICTURE PUBLICITY BUREAU

IT is much more advantageous to the Picture Industry to do their own housecleaning than to be obliged to pay for arbitrary help. There may be an impression prevailing that no housecleaning is necessary. If the exhibitors could only come in contact with, not only the public who frequent their theatres regularly, but their occasional patrons, with those who are not reluctant in stating that they do not like Moving Pictures, they would probably have the shock of their life, or an eye-opener which would compel them to do most of their sleeping for some time to come with "one eye open."

Whatever may be the effect upon the public of Moving Pictures, the exhibitor, as far as the public is concerned, is only a minor offender, the exchanges are indirect offenders, the producers entirely to blame. Of what use is it to keep on repeating that pictures are clean, when the public keeps on repeating they are not. Who is to pass judgment and whose judgment will be accepted?

It is interesting to note that the public, who do not attend Moving Pictures regularly, are its greatest opponents. Have the producers questioned why this condition exists? A dismissal of the subject by placing picture opponents in the category of Reform Fanatics will not do. It explains no more than it solves; and the conclusion which I have come to, during the Campaign of the mothers against Daylight Saving, is that there is a very decided Picture Problem.

The titles of pictures attract the attention of not only picture patrons, but the entire public. Those who only read the advertisements and do not see the advertised picture, base their opinion of the picture on what the title and advertising suggests. Some of the titles of Moving Pictures should have died in the brain of those who gave them birth. They are suggestive, crude and harmful picture propaganda. They are unfair to the picture they represent; and cause no end of criticism among those, as previously stated, who base their knowledge of pictures on Moving Picture titles. Such expressions as "I don't have to see the picture, the title is enough for me," is a rather convincing argument. If pictures will not attract a public, save through a lurid and sensual appeal, there is something radically wrong with Moving Pictures as public entertainment; and the producers should bestir themselves to the question of furnishing Picture Entertainment, which attracts because of its entertainment qualifications.

The "boosters" of Moving Pictures are not nearly as emphatic and persistent in their praise as are the "Objectors." It is the "Objectors" to whom your attention should be directed; and care should be exercised in not

furnishing them with Anti-Picture Propaganda. The appearance of an objectionable title on the billboards, in the newspapers, in connection with a Moving Picture, is cannon fuel for your Antis. It should not be difficult to sweep this out of the Picture Industry. If, however, the Picture Industry wishes to be classed with Circus entertainment, "blood and thunder," dime museum attractions, it is quite another matter, hair-raising and breath-taking titles are the thing, but if the Picture Industry is desirous of being considered as a legitimate Industry, an Art among the Arts, the titles of many of the Moving Pictures will have to be of a different degree and order.

It might be interesting to ascertain how many exhibitors belong to the business associations in their various districts, the ratepayers associations, Kiwanian and Rotary Clubs, other organizations, business and fraternal, to which most business men in other enterprises belong. The Board of Trade is apparently representative of various Business Enterprise. Have you a representative on the Board of Trade in your city? It has been said, that Picture Interests are objectionable. That is not the answer. The answer is that among the shareholders of various theatrical combinations throughout Canada, among the Independent managers are many representative citizens. Why has there been no persistent effort for representation on the Board of Trade? There is too much "let it slide" policy in Picture Business. The direct attack is the only attack which apparently concerns the Picture Industry, but it is not the direct attack which should cause the most concern, it is the subtle, quiet undercurrent of opinion which causes the direct attack, and against this insidious propaganda the Picture Industry should be armed.

How armed? By coming into the limelight, not to advertise your particular product, but to advertise the Industry as a whole.

Moving Pictures have and are contributing to innumerable charities. Why not ask for a little reciprocity? Is there a Picture Publicity Board in Canada? Not associated with an Individual Trademark, but representing the whole Canadian Picture Industry, or employed in taking care of a particular province? If there is not such a Bureau it is a negligible offence on the part of the Picture Industry. There should be a constant source of supply to magazines, newspapers stressing the position of the Picture Industry as a National Institution, and sounding its general praise. This reaches the public you do not reach in your theatres; and it is this public which it is imperative that you should reach in order to preserve the integrity of your business.

—RAY LEWIS.

THE BANKRUPTCY ACT

FOR SALE BY TENDER

Sealed tenders will be received by the undersigned, up to twelve o'clock noon of Wednesday, April 25th, 1923, for the purchase of the following assets of

ALLEN THEATRES, LIMITED,
Head Office, Toronto, Ontario

Being—

PARCEL 1:

The Rex Theatre, Regina, Saskatchewan—

Comprised of those certain parcels of land situate in the City of Regina, Province of Saskatchewan, and being Lots 24 and 25 in Block 285, according to plan of records in the Land Titles Office for the Assiniboia Land District at Regina as Old No. 33; together with the theatre thereupon commonly known as the Rex Theatre, Regina.

The amount invested in the land and theatre premises is stated to be \$108,584, and the whole is subject to a mortgage of \$24,000, bearing interest at the rate of 8% per annum, and maturing on the 1st day of July, 1923, which said mortgage and interest thereon from January 1st, 1923, must be assumed by the purchaser.

PARCEL 2:

The Allen Theatre, Regina, Saskatchewan—

Comprised of the interest of Allen Theatres, Limited, in a lease of the theatre premises situate on Lots 38, 39 and 40 in Block 304, in the City of Regina and Province of Saskatchewan.

The rental payable under said lease is at the rate of \$12,200 per month, payable monthly in advance; the lessor to pay taxes—business taxes and licenses excepted. Said lease is said to expire on or about December 30th, 1928, subject to the privilege of renewal for a period of ten years at a rental to be fixed, as provided by the terms of said lease.

PARCEL 3:

The Lyric Theatre, Cobalt, Ontario—

Comprised of the land registered in the office of Land Titles at Haileybury, Ontario, as Parcel 28 in the Register for South Section Temiskaming, in the Township of Cobalt, in the District of Temiskaming, in the Province of Ontario—with theatre thereupon.

The amount invested in the theatre and land is stated at \$18,000.

PARCEL 4:

Mortgage Receivable on Property of Allens London Theatre, Limited—

The interest or equity of Allen Theatres, Limited, in a certain mortgage made by Allens London Theatre, Limited, to Jule and J. J. Allen and Allen Theatres, Limited. The principal amount due upon such mortgage is \$45,000, with interest at the rate of 7% per annum from Jan. 25th, 1923, and such principal is repayable at the rate of \$1,500 semi-annually, on the 8th days of May and November, 1923 and 1924, and \$38,000 on the 8th day of May, 1925. Such mortgage is subject to a mortgage for \$20,000, with interest at 7% per annum, the principal amount of which is repayable at the rate of \$350 on each of the 25th days of May, September, October, November and December, 1923, and the balance of \$18,250 on the 25th day of January, 1924. Interest is payable monthly, and in addition two further amounts—which must be assumed by the purchaser—of \$300 each, are payable to the mortgagees on the 25th days of March and April, 1923.

PARCEL 5:

Mortgage Receivable on Property of Allens St. Catharines Theatre, Limited—

The interest or equity of Allen Theatres, Limited, in a mortgage made by Allens St. Catharines Theatre, Limited, to Jule and J. J. Allen and Allen Theatres, Limited. The principal amount due upon such mortgage is \$29,250, with interest at the rate of 7% per annum. The mortgage is repayable at the rate of \$3,000 per annum, on the 26th day of April in each year until fully paid, while interest is payable on the 26th days of April and October in each year. Interest upon such mortgage has been paid up to March 7th, 1923. Such mortgage is subject to a mortgage of \$10,750, which bears interest at the rate of 7% per annum, and is repayable at the rate of \$450 on the 8th days of each and every month until October 8th, 1923, when the whole outstanding balance has to be met. Interest upon the principal of the mortgage outstanding from time to time has to be paid on the 8th day of each month.

PARCEL 6:

Preferred Stock of Allens Winnipeg Theatre, Limited—

The interest of Allen Theatres, Limited, in five thousand four hundred dollars par value (54 shares) of 7% Cumulative Preferred Shares of Allens Winnipeg Theatre, Limited, and accumulated dividends.

The total Preferred Stock issue outstanding is \$325,000 (3,250 shares) and accumulated dividends.

PARCEL 7:

Interest in Shares of Common Stock of Allens Winnipeg Theatre, Limited

The interest of Allen Theatres, Limited, in six hundred and twenty-two thousand, three hundred dollars par value (6,223 shares) of the Common Capital Stock of Allens Winnipeg Theatre, Limited.

The outstanding Common Capital Stock of Allens Winnipeg Theatre, Limited, is \$1,000,000 (10,000 shares) of a par value of \$100 each.

PARCEL 8:

Common Shares of Allens Winnipeg Theatre, Limited—

One hundred and two thousand dollars par value (1,020 shares) of the Common Capital Stock of Allens Winnipeg Theatre, Limited.

PARCEL 9:

Preferred Stock of Allens Calgary Theatre, Limited—

Twenty-seven thousand five hundred dollars par value (275 shares) and unpaid dividends thereupon of 8% Cumulative Preferred Stock of Allens Calgary Theatre, Limited.

The amount of 8% Cumulative Preferred Stock of Allens Calgary Theatre, Limited, issued and outstanding is \$260,000 (2,600 shares), and accumulated dividends thereon.

PARCEL 10:

Common Shares of Allens Calgary Theatre, Limited—

Four hundred thousand dollars par value (16,000 shares of \$25 each) of the Common Capital Stock of Allens Calgary Theatre, Limited. These shares are subject to a charge in favor of Allens Calgary Theatre, Limited, in the amount of \$49,263 and interest from March 7th, 1923,

and the purchaser must purchase such shares subject to such charge and lien, and indemnify Allen Theatres, Limited, against the same.

The outstanding Common Capital Stock issue of Allens Calgary Theatre, Limited, amounts to \$550,000 (22,000 shares of \$25 each).

PARCEL 11:

Shares of Allens Toronto Theatres, Limited—

The interest of Allen Theatres, Limited, in twenty-one thousand six hundred dollars par value (216 shares) of 8% Cumulative Preferred Shares, with accumulated dividends thereon, and in one hundred and eighty thousand two hundred dollars par value (1,802 shares) of the Common Capital Stock of Allens Toronto Theatres, Limited.

The amount of 8% Cumulative Preferred Stock outstanding is \$453,800 (4,538 shares), with accumulated dividends thereon, and the amount of the Common Capital Stock of the Company outstanding is \$393,100 (3,931 shares).

PARCEL 12:

The Regent Theatre, Ottawa, Ontario—

Comprised of the interest of Allen Theatres, Limited, in a lease of the theatre premises situate on Lot No. 5 on the north side of Sparks Street, in the City of Ottawa, Province of Ontario.

The rental payable is at the rate of \$13,150 per annum, payable monthly in advance, and taxes. Said lease is said to expire on or about December 31st, 1925, subject to the privilege of renewal for a further period of ten years at a rental to be fixed, as provided by the said lease.

PARCEL 13:

Allen Theatre, Brandon, Manitoba—

Comprised of the interest of Allen Theatres, Limited, in a lease of the theatre premises situate on Lots 24 and 25 in Block 62, in the City of Brandon, Province of Manitoba.

The rental payable under said lease is at the rate of \$4,975 per annum, payable monthly in advance—lessee to pay business taxes. Such lease is said to expire on February 28th, 1927, subject to the privilege of renewal for a period of ten years at a rental to be fixed, as provided by the said lease.

PARCEL 14:

Monarch Theatre, Edmonton, Alberta—

One hundred shares of a par value of \$100 each, being the whole of the capital stock of the Theatre Amusement Company, Limited, which controls and operates the Monarch Theatre, Edmonton. Said Theatre is situate upon the leasehold premises being Lot 3 in River Lot No. 6, in the City of Edmonton, in the Province of Alberta.

The rental payable under said lease is \$6,000, payable monthly in advance—lessee to pay taxes. Said lease is said to expire on or about April 30th, 1924.

PARCEL 15:

Classic Theatre, Stratford, Ontario—

One thousand shares of a par value of \$100 each, being the whole of the Capital Stock of the Stratford Theatre Company, Limited, which controls and operates the Classic Theatre, Stratford. Said theatre is situate upon the leasehold premises being the east half of Lot 44 and the west half of Lot 43, in the Canada Company's Survey of the City of Stratford, in the Province of Ontario.

The rental payable under the said lease is at the rate of \$2,075 per annum up to September 30th, 1923, and thereafter at the rate of \$4,000 per annum; said rentals are payable monthly in advance, and lessees are required to pay taxes. Said lease is said to expire on September 30th, 1929.

PARCEL 16:**Allen Theatre, Paris, Ontario—**

Five hundred shares of a par value of \$100 each, being the whole of the Capital Stock of Allens Paris Theatre, Limited, which controls and operates the Allen Theatre, Paris. Said theatre is situate upon the leasehold premises being part of Lot 3 on the south side of Mechanic Street, in the Town of Paris, in the Province of Ontario.

The rental payable under the said lease is at the rate of \$275 per month up to February 1st, 1924, and thereafter at the rate of \$300 per month for the remainder of the term of the lease, which is said to expire on or about February 1st, 1930.

PARCEL 17:**Preferred Shares of Allens Kingston Theatre, Limited—**

Twenty-two thousand five hundred dollars par value (225 shares) of 7% Preferred Stock of Allens Kingston Theatre, Limited.

The total Preferred Stock issue outstanding is \$175,000 (1,750 shares), and unpaid dividends thereupon.

PARCEL 18:**Common Shares of Allens Kingston Theatre Limited—**

Two hundred and seventy-six thousand three hundred dollars par value (2,763 shares) of the Common Capital Stock of Allens Kingston Theatre, Limited.

The total Common Stock issue outstanding is \$400,000 (4,000 shares).

PARCEL 19:**Common Shares of Allens London Theatre, Limited—**

Two hundred and seven thousand five hundred dollars par value (2,075 shares), of the Common Capital Stock of Allens London Theatre, Limited.

The total Common Stock issue outstanding is \$300,000 (3,000 shares).

PARCEL 20:**Common Shares of Allens Montreal Theatre, Limited—**

Eight hundred and forty-eight thousand seven hundred dollars par value (8,487 shares) of the Common Capital Stock of Allens Montreal Theatre, Limited.

The total Common Stock issue outstanding is \$1,250,000 (12,500 shares).

PARCEL 21:**Shares of Allen Theatre Company, Limited (Calgary, Alta.)—**

One hundred and twenty-three thousand three hundred and thirty dollars par value (12,333 shares) of the Capital Stock of Allen Theatre Company, Limited, which controls and operates the Allen Theatre, Calgary (on leasehold property) and the Allen Theatre, Moose Jaw.

The issued Capital Stock of Allen Theatre Company, Limited, is \$225,000 par value (22,500 shares of a par value of \$10.00 each).

PARCEL 22:**Common Shares of Allens Edmonton Theatre, Limited—**

One hundred and seventy-five thousand dollars par value (1,750 shares) of the Common Capital Stock issue of Allens Edmonton Theatre, Limited. The Allen Theatre, owned by the Company, is situate on leasehold land.

The outstanding Common Stock issue of Allens Edmonton Theatre, Limited, is \$250,000 (2,500 shares).

PARCEL 23:**Shares of Allens Cobourg Theatre, Limited—**

One hundred thousand dollars par value (1,000 shares), being the whole of the Capital Stock issue of Allens Cobourg

Theatre, Limited. The theatre premises operated by the Company are held under lease.

PARCEL 24:**Shares of Allens Windsor Theatre, Limited—**

Three hundred and fifty thousand dollars par value (3,500 shares), being the whole of the Capital Stock issue of Allens Windsor Theatre, Limited. The theatre premises operated by the Company are held under lease.

PARCEL 25:**Shares of Beaver Theatre Company, Limited—**

Forty thousand dollars par value (400 shares), being the whole of the Capital Stock issue of the Beaver Theatre Company, Limited. The theatre premises operated by this Company are held under lease.

PARCEL 26:**Preferred Shares of Allens Danforth Theatre, Limited—**

Five hundred dollars par value (5 shares) of 7% Cumulative Preferred Stock of Allens Danforth Theatre, Limited.

PARCEL 27:**Common Shares of Allens Danforth Theatre, Limited—**

One hundred and ninety-five thousand dollars par value (1,950 shares) of the Common Capital Stock of Allens Danforth Theatre, Limited.

The outstanding Common Stock issue is \$250,000 (2,500 shares).

PARCEL 28:**Common Shares of Allens Beach Theatre, Limited—**

Two hundred and thirty-four thousand four hundred dollars par value (2,344 shares) of the Common Capital Stock of Allens Beach Theatre, Limited.

The Common Stock issue outstanding is \$350,000 (3,500 shares).

PARCEL 29:**Common Shares of Allens St. Clair Theatre, Limited—**

One hundred and ninety thousand dollars par value (1,900 shares) of the Common Capital Stock of Allens St. Clair Theatre, Limited.

The Common stock issue outstanding is \$250,000 (2,500 shares).

PARCEL 30:**Common Shares of Allens Parkdale Theatre, Limited—**

Two hundred and forty thousand dollars par value (2,400 shares) of the Common Capital Stock of Allens Parkdale Theatre, Limited.

The outstanding Common Stock issue of the Company is \$325,000 (3,250 shares).

PARCEL 31:**Common Shares of Allens College Theatre, Limited—**

Two hundred and forty-two thousand five hundred dollars par value (2,425 shares) of the Common Capital Stock of Allens College Theatre, Limited.

The outstanding Common Capital Stock issue of the Company is \$325,000 (3,250 shares).

PARCEL 32:**Preferred Shares of the Temple Theatre Corporation, Limited, Toronto—**

Three thousand five hundred dollars par value (35 shares) of 7% Cumulative Preferred Stock of the Temple Theatre Corporation, Limited, Toronto, with accumulated dividends thereon.

The amount of 7% Cumulative Preferred Stock of the Company outstanding is \$110,000 (1,100 shares), and accumulated dividends thereon.

PARCEL 33:**Common Shares of the Temple Theatre Corporation, Limited, Toronto—**

Two hundred and fifteen thousand nine hundred dollars par value (2,159 shares) of the Common Capital Stock of the Temple Theatre Corporation, Limited, Toronto, which operates the Allen Theatre, situate on leasehold land at the corner of Richmond and Victoria Streets, Toronto.

The total Common Capital Stock issue of the Temple Theatre Corporation, Limited, is \$375,000 (3,750 shares), of which \$215,900 is offered as above, while \$81,900 in addition is held by Allens Toronto Theatres, Limited.

PARCEL 34:**Common Shares of Allens St. Catharines Theatre, Limited—**

One hundred and eighty-one thousand three hundred dollars par value (1,813 shares) of the Common Capital Stock of Allens St. Catharines Theatre, Limited.

The Common Capital Stock issue of the Company outstanding is \$250,000 (2,500 shares).

PARCEL 35:**Daylight Theatre, Saskatoon, Saskatchewan—**

The interest of Allen Theatres, Limited, in a certain agreement for the purchase of ten thousand dollars par value—being fifty per cent.—of the issued Capital Stock of the Daylight Theatre, Saskatoon, Saskatchewan.

PARCEL 36:**Famous Players Film Service, Limited—**

Fifty thousand dollars par value (500 shares), being all the outstanding Capital Stock issue of the Famous Players Film Service, Limited, upon which the sum of twenty-two thousand four hundred and seventy-five dollars remains unpaid.

The purchaser of these shares must agree to assume certain contracts made between the Famous Players Film Service, Limited, and the Goldwyn Distributing Corporation and other corporations, copies of which contracts may be seen upon application to the undersigned.

PARCEL 37:**Common Shares of Allens Vancouver Theatre, Limited—**

Three hundred and twenty-one thousand nine hundred dollars par value (3,219 shares) of the Common Capital Stock of Allens Vancouver Theatre, Limited. The Allen Theatre owned by this Company is situate on leasehold land.

The outstanding Common Capital Stock issue of Allens Vancouver Theatre, Limited, is \$700,000 (7,000 shares).

Tenders will be received either

(a) For all parcels en bloc, in which case tenderers are required to state the amounts apportioned in their tenders for each of the parcels separately, or

(b) For parcels Nos. 11 to 36 en bloc, in which case tenderers are required to state the amounts apportioned in their tenders for each of the parcels separately, or

(c) for any parcel separately,

The conditions in (a) and (b) above mentioned must be strictly observed and complied with.

Where any parcel tendered for consists of shares, the tenderer must state the amount tendered by him for the parcel as a whole, and also the rate per share which is tendered for the shares comprising the parcel. Tenders for such parcels must be made by each tenderer subject to the conditions that the delivery to him of shares to the number of 10%, more or less than the amounts mentioned in respect of any parcel or parcels tendered for will be accepted and paid for by the tenderer—should his tender be accepted—at the rate per share mentioned.

ed in his tender. Where a tenderer is unwilling to agree to this condition in respect of any specific parcel or parcels tendered for, he must so state in his tender. In all cases the purchaser will pay transfer taxes.

If any tender for the purchase of all parcels en bloc or for the purchase en bloc of parcels Nos. 11 to 36 shall be accepted, then with such acceptance the purchaser must agree that failure or unwillingness on the part of the Vendor to deliver one-fifth in number or less of the parcels tendered for shall not relieve the tenderer from obligation to complete the purchase of the remaining parcels covered by the tender at the amounts apportioned therefor by the tenderer, and stated in his tender, but the tenderer must bind himself to complete such purchase and pay the amounts apportioned in the tender for the parcels of which delivery shall be made. In respect of this condition a tenderer shall be at liberty, when making his tender, to state the specific parcel or parcels in respect of which he requires that delivery must be made if his tender is to be open to acceptance.

Contracts for the rental of films have been made by the Estate of Allen Theatres, Limited, on behalf of theatres which are owned outright or controlled under lease by Allen Theatres, Limited, and also by subsidiary companies, control of the operations of which has rested in the hands of Allen Theatres, Limited, by reason of its holdings of the Capital Stock of such theatres. The successful tenderers, if any, for such theatres and/or shares must agree to assume and carry out such contracts.

Information as to the assets and liabilities of subsidiary companies whose shares are offered in the above parcels, and as to the income and expenditures of such companies and of the theatres which are offered in the above parcels, will be furnished on application to the undersigned. The information so to be furnished will be that which has been made available to the Vendor. The Vendor will not be responsible for the correctness of such information, but tenderers are required to satisfy themselves as to such assets and liabilities and income and expenditures.

As to parcels Nos. 1, 2, 3, 4, 5, 12, and 13, the purchaser shall search the title at his own expense. The Trustee or Vendor shall not be required to furnish any abstracts or produce any deeds, declarations or any evidence of title except those in his possession. The purchaser shall have thirty days in which to make objection or requisition in respect of the title, and in case the purchaser shall within such time make any objection or requisition which the Trustee or Vendor shall from any cause be unable or unwilling to remove or answer, the Trustee or Vendor may rescind the sale, in which case the purchaser shall be entitled only to a return of the deposit money, without interest, cost or compensation. In the case of the sale of any of the leasehold properties above mentioned the Trustee or Vendor shall not be required to obtain the consent of the Lessor to the assignment of the lease.

TERMS OF SALE:

As to Parcel No. 1—Marked cheque for \$5,000.00 must accompany tender; \$10,000.00 to be paid within thirty days after the acceptance of the tender, and the balance in ten equal semi-annual instalments. Interest on deferred payments to be at the rate of 7% per annum. Deferred payments shall be secured by a mortgage upon the property in form satisfactory to the Trustee or Vendor.

As to Parcel No. 2—Marked Cheque for \$1,000.00 must accompany tender; \$4,000.00 additional to be paid within thirty days, and the balance at the rate of \$2,000.00 per

annum, with interest at 7%. Deferred payments shall be secured by mortgage upon the property in form satisfactory to the Trustee or Vendor.

As to Parcel No. 3—Marked cheque for \$1,000.00 must accompany tender; a further \$1,500.00 to be paid within thirty days, and the balance at the rate of \$2,000 per annum, with interest at 7%, secured by mortgage upon the property, in form satisfactory to the Trustee or Vendor.

As to the remainder of Parcels—Marked cheque for 10% of the amount of tender must accompany each tender, and 15% additional of the amount of tender shall be paid in cash upon its acceptance. Where the purchase price of any parcel shall be \$10,000 or less, the balance of such purchase price shall be paid in three, six and nine months, with interest at the rate of 7% per annum, secured to the satisfaction of the Trustee. Where the purchase price shall exceed \$10,000, the balance of such purchase price shall be paid in three, six, nine and twelve months, with interest at 7% per annum, secured to the satisfaction of the Trustee.

Where tenders are made for the whole of the parcels en bloc or for parcels Nos. 11 to 36 en bloc, marked cheque for 10% of the amount of tender must accompany the tender and a further 15% of the amount of tender be paid upon its acceptance, and the balance of the purchase price shall be paid in six, twelve and eighteen months, or as may be otherwise arranged, with interest at the rate of 7% per annum, and such balance shall be secured to the satisfaction of the Trustee.

All taxes, insurance, water rates and similar items will be adjusted to the date of acceptance of tender, in respect of parcels Nos. 1, 2, 3, 12 and 13.

The sale of parcels Nos. 1, 2, 3, 4, 5, 12 and 13 shall be completed not later than forty days after the acceptance of the tender by the purchasers. In respect of all other parcels above mentioned the purchase and sale shall be completed within ten days from the date of the acceptance of tender.

In respect of parcels Nos. 1, 2, 3, 12, 13, 14, 15, 16, 23, 24, 25 and 26 the respective purchasers must pay the costs of operating the theatre comprised in the parcel purchased and be entitled to the revenue from the date of acceptance of tender. Where the parcel sold shall consist of leasehold, the purchaser must take an assignment of the lease and indemnify Allen Theatres, Limited, and the Trustee from all liability thereunder from the date of acceptance of tender.

Particulars and information relative to the interests of Allen Theatres, Limited, in parcels Nos. 4, 5, 6, 7, 10, 11 and 36 will be given upon application to the Trustee, but the Trustee will not be responsible for the correctness of such information.

A marked cheque, payable to the order of G. T. Clarkson, Trustee, for ten per cent. of the amount of such tender, or for the amount as above otherwise specified, must accompany each tender, which cheque will be returned if the tender is not accepted, and forfeited if the tender is accepted and not completed by the purchaser.

The highest or any tender not necessarily accepted.

Tenders will be opened at the office of the Trustee, 15 Wellington street west, Toronto, at 2 o'clock p.m. of Wednesday, April 25th, 1923, at which time all tenders will be considered. The Trustee reserves the right, however, to withhold acceptance or rejection of the tenders, or any of them, until four o'clock in the afternoon of Thursday, April 26th, 1923, in order to allow time for consideration of the tenders. Tenderers may at their option be present at such times.

Further particulars may be had upon application to the Trustee.

DATED at Toronto, this 12th day of March, 1923.

G. T. CLARKSON, Trustee, of E. E. C. Clarkson & Sons, 15 Wellington Street West, Toronto.

STARR, SPENCE & FRASER, 302 Bay Street, Toronto, Solicitors for the Trustee.

Durant Motor Contest At Imperial, Montreal

The Imperial Theatre, Montreal, is running a Durant Motor contest which has some features original in this city. Manager Conover throws on the screen during the performances scenes from well-known pictures and puts it up to the audience to say from what pictures they are taken. The contest is running for four weeks and at the end of that time the one who guesses the largest number of correct answers wins the Durant Motor which is meanwhile on show at the Durant Motor agency here.

Harry Dahn, Manager Capitol Theatre, Montreal

Harry Dahn, the newly appointed manager of the Capitol Theatre, Montreal, was on the assumption of his duties, welcomed by N. L. Nathanson, president of the Famous Players Canadian Corporation, and by H. M. Thomas, the retiring director of theatres, whose place in that city he is taking. Mr. Dahn was acting manager of the Capitol for three months this winter, and has made many friends. He comes here from the Regent Theatre, Toronto, one of the many fine houses of the Famous Players Corporation, having previously represented this enterprise at Sault Ste. Marie, Regina and Calgary. His return to this city is welcomed by the staff and Capitol patrons.

The new assistant manager of the Capitol is William Spencer, who is well known here in advertising circles and who had been advertising manager of the Capitol since its opening. Mr. Spencer, who is a war veteran, will continue to have charge of advertising publicity for the theatre in addition to his duties as assistant to Harry Dahn.

"Family Troubles"

Eddie Barry, seven kids and a flivver have the leading roles in "Mamily Troubles," a forthcoming Educational-Cameo Comedy.

AT LIBERTY—Projectionist, thoroughly experienced, screen results guaranteed. At liberty April 1st. Married and union. Am also capable manager. Apply Projectionist, Opera House, Kenora, Ontario.

FOUR OUT OF SIX EDUCATIONAL HAMILTON COMEDIES FINISHED

WITH four of the six comedies in his first year's series of Hamilton Comedies for Educational already playing in the theatres throughout the country, Lloyd Hamilton now stands in a unique and pre-eminent position among the leading comedians of the screen.

There is a steadily rising tide apparent in favor of the shorter pictures, many reviewers devoting much of their column to the short picture, many times to the exclusion of the feature itself, especially if the so-called feature is only a program feature and the comedy happens to be a picture of more than passing merit.

The first four pictures made under the management of Hamilton have been released, and are now showing. They are "The Speeder," "The Educator," "No Luck," and "Extra! Extra!" Each of these pictures has earned excellent reviews at the hands of trade paper reviewers, and also from newspaper critics. A significant fact in connection with the reviews is that invariably the reviewer states that the picture under discussion shows that Hamilton is steadily improving.

James W. Dean, probably the best known and most widely motion picture critic, the reviewer for the Newspaper Enterprise Association, whose reviews and comments are printed by hundreds of newspapers throughout the United States, speaking of Hamilton's picture, "The Educator," says:

"I dare say Hamilton is inherently a funnier man than Chaplin, Lloyd or Keaton. He is the only one of the four who makes me feel like laughing when I meet him. Chaplin's shuffle is no funnier than Hamilton's toe-heel-knee-hip-shoulder gait. Keaton's frozen face is no more grotesque than the expansive map of Hamilton. Lloyd has the appearance of an unsophisticated youth, but Hamilton's countenance is often as innocent as a baby's.

Large metropolitan dailies in the past have seldom devoted much space to reviews of short subjects, and

therefore the reviews from these papers are perhaps more significant than those from other cities. The News of Washington, D.C., reviewing the program at one of the Broadway houses, and speaking of Hamilton's "No Luck," says:

"This fellow, Hamilton, is one of the screen's greatest pantomimists, with a marvelously mobile face, and an unerring sense of comedy. Hamilton, one day, will be a mountain among the screen molehills. You owe it to yourself to see him."

The New York Morning Telegraph reviews "The Educator," stating that it is "a masterpiece of comedy," and this paper's review on Hamilton's next picture, "No Luck," says that "It is the funniest comedy seen since Hamilton's last."

A typical report from exhibitors is summed up in the words of the manager of the University Theatre, Minneapolis, Minn. "The Speeder," says Glen Vilet, manager of the University, "is the finest two-reel comedy we ever ran. It pleases and you can boost Hamilton, as he will get them in and send them away happy."

That exhibitors are shortsighted who do not capitalize on the growing popularity of Hamilton is the opinion expressed by Miss Ray Lewis, managing editor of the Canadian Moving Picture Digest. Commenting editorially on "The Speeder," Miss Lewis says:

"Why more of these most amusing comedies are not given special attention and mention we cannot understand, save that it appears to take an unusually long time to convince exhibitors that it is quality and not quantity in a picture which makes a feature."

Hamilton has recently completed his fifth comedy of the year, "Uneasy Feet," which will be an early release, and has started production work at the United Studio on the final comedy of this group, which has not yet been titled.



AL. CHRISTIE
Making a Scene of "Hazel from Hollywood."—Educational Comedy.



LOUISE FAZENDA
Who makes her return to the Short Farce Comedies in the Jack White Production "Pest of the Storm Country,"—A New Educational-Mermaid Comedy.



BOBBY VERNON
In a Scene from "In Dutch."—An Educational-Christie Comedy about Fraternity Life.

FAMOUS-PLAYERS PLAY FOUR FIRST RUNS IN MONTREAL IMPERIAL, ALLEN, LOEW, ORPHEUM

FAMOUS Players have some important releases coming which the most well-known are "Vanity Fair," which is coming to the Allen, and Irene Castle who will appear in person with a troupe of dancers at the same theatre in "Slim Shoulders."

This exchange has made a record with four first runs in this city running simultaneously. They are "French Heels," at the Imperial; "Slim Shoulders" at the Allen; "Broken Chains" at Loew's, and "The Christian" at the Orpheum.

SALES CABINET OF ASSISTANT SALES MANAGERS CREATED BY UNIVERSAL CLAIRE HAGUE IN THE CABINET

PLANs for the most far-reaching sales reorganization ever undertaken by the Universal Pictures Corporation, and which will establish precedents in the motion picture industry, have been drawn up by Carl Laemmle, president of that company, and recently put into effect. The new policies are promised to be a furthering of a closer relationship with Universal's exhibitor patrons.

In the first place, according to a statement issued from the Universal home office, Universal sales affairs will be regulated by a Sales Cabinet, to consist of Art Schmidt, General Sales Manager, and a group of Assistant Sales Managers. This Cabinet will have four regular meetings a year and will operate exactly as an important political cabinet, in handling and passing upon the sales policies of Universal. Claire Hague has been elected on the cabinet to represent the Canadian Universal.

The Assistant Sales Managers will not be stationed in New York, but each will have a territory or division in which he is the supreme sales head. Each division will include a number of Universal's branch exchanges for which the Assistant Sales Manager of that territory will be responsible. These men will, in a way, take the home office to the door of every exhibitor.

As officials of the Universal home office it will be their chief duty to maintain constant touch with all exhibitors in their territories, by personal contact, and to get first hand information and suggestions that will help to make the right kind of pictures and to provide the best possible distribution service.

The most striking feature of this system will be the fact that the Assistant Sales Managers will have the final power to pass upon contracts in their respective territories. This means the saving of much time and money, both to Universal and to the individual exhibitors, and also will mean a vast increase of good-will between exhibitors and the Universal sales force in the field.

In other words, the Universal chief is now prepared to take definite steps to avoid a situation where contracts have to be passed upon by the home office, whatever may be the facilities of the home office for keeping in touch with the field. It is felt that a territorial manager, constantly in touch

with the exhibitors and conditions of his territory, and at the same time in full knowledge of national policies, is the logical man to determine the fitness of any contract made in his territory.

The Assistant Sales Managers will not be tied down to any exchange in their territory. On the contrary, they will receive orders to make their headquarters first in one exchange and then in another, thus keeping in touch with their entire territory. They will be empowered to draft a crew of salesmen from any or all exchanges in their territory to build up the business of any other exchange.

The Assistant Sales Managers also will have the say-so over all salesmen in their territories and will be held accountable by the home office for a proper selection of high class men to represent Universal in the field. Mr. Laemmle is determined that the men with whom the exhibitor comes in contact shall be men thoroughly alive to Universal's "good will" policy, and shall not be a type which might hurt Universal in the eyes of any exhibitor. Integrity and efficiency are the two standards the Assistant Sales Managers must apply to every salesman. Exemplary references will be required of all salesman applicants.

It also shall be the duty of each Cabinet member to keep in personal contact with every exhibitor in his territory. The Cabinet, as a means of sales direction, has been established solely to co-ordinate the executive and active branches of the sales organization. The Cabinet is not to be composed of men who have second-hand knowledge of film conditions as they may vary from day to day, but of men who are actually in touch with those conditions and who will, in a way, represent the exhibitor, in the four annual policy forming conferences at the Universal home office.

Instead of determining sales and production plans for twelve months, Universal will inaugurate a quarterly system, whereby the Sales Cabinet will forecast and plan for three months at a time only. A striking phase of this situation is the fact that Universal will be able to keep up-to-date with exhibitor wants, and will not be placed in a position of having to force against a contrary popularity current, because of productions planned too far in advance. Thus the exhibitor will benefit to no small degree.

Further, the territorial members of the Universal Sales Cabinet will take over their territories with additional instructions to seek the opinion of all classes of exhibitors for possible betterments in the distribution of motion pictures. Mr. Laemmle asserts he will take the lead in all progressive movements which will make for more efficiency and satisfaction in the film industry.



CLAIRE HAGUE
Appointed To Universal Cabinet.

Imperial, St. John, N.B. Complimented Best Managed From Coast To Coast

"Red" Newman, of the "Full O' Pep" Company Khaki Productions, in an interview with the Journal newspaper, stated that the Imperial Theatre, St. John, is "the best managed of any theatre on their circuit from coast to coast. A pleasing feature of the performance on Tuesday, was the presentation of a bouquet of spring flowers to "Miss Canada" (Miss Winifred Blair) who was attending the theatre unofficially. In the presentation speech the fact that Miss Blair's father, the late Sergt. Blair, was a comrade, was referred to.

The old Dumb-Bell boys did not forget their comrades in hospital either, but invited the men from the two military hospitals, the local Red Cross arranging for transportation.

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The Greatest Variety of Short Subjects on the Market To-day

ANNOUNCING

The 3rd Series---LEATHER PUSHERS

SIX---2 Reel Witwer Stories of the Prize Ring

With REGINALD DENNY, HAYDEN STEVENSON, and same cast.
Stories appearing simultaneously in Collier's Weekly, with Release in May.

The First and Second Series Now Playing.

Positively the Best Short Subjects ever Released

Serial Productions

COMING---Wm. Duncan and Edith Johnson in Chapter Plays

"THE PHANTOM FORTUNE"
WITH WM. DESMOND
12 Episodes.

"THE OREGON TRAIL"
WITH ART ACORD
18 Episodes.

"THE SOCIAL BUCCANEER"
WITH JACK MUHALL.
10 Episodes.

"THE RADIO KING"
WITH ROY STEWART.
10 Episodes.

"AROUND THE WORLD 18 DAYS"
WITH WM. DESMOND.
12 Episodes.

"BUFFALO BILL"
WITH ART ACORD.
18 Episodes.

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One Two Reel Comedy Released Every Week

SIX
BABY
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COMEDIES.
One Each Month.

SIX
BUDDY
MESSENGERS
COMEDIES.
One Each Month.

SIX
BROWNIE
AND ALL-STAR CAST
One Each Month.

SIX
JACK COOPER
COMEDIES.
One Each Month.

Two Reel Short Features

8 JACK LONDON
SEA STORIES.

8 HARRY CAREY
SHORT FEATURES

5 TALES OF THE
OLD WEST

4 YORK NORWAY
SECRET SERVICE DRAMAS

8 TALES OF THE
LUMBER JACK

26 2-REEL WESTERN
DRAMAS

One Reel Subjects

52 SINGLE REEL UNIVERSAL COMEDIES

13 KINOGRAM TRAVELOGUES

13 SEEING CANADA SCENICS

UNIVERSAL

**Mr.
Exhibitor:
This is Your**

**WHEN YOU BUY WARNER PICTURES
-YOU BUY WARNER PICTURES ONLY**

**"MAIN STREET"
"BRASS"**

**"the LITTLE CHURCH
AROUND the CORNER"
"BEAUTIFUL and DAMNED"
"HEROES of the STREET"
"RAGS TO RICHES"**



When you book these features, singly or in a group, you may book them without having to buy any others.

Warner "Screen Classics" are sold strictly on their OWN. Our contract with Exchanges, as shown on the opposite page, is the Exhibitor's protection against the necessity of contracting for anything but Warner Pictures, when you want Warner Pictures ONLY.

Coming, Warner Bros. 18 "Classics of the Screen"

WARNER BROS.

Classic of the Screen

Clause "O" of the Warner contract with all Exchanges is proof that you don't have to buy any other pictures in order to get Warner Bros. "Classics of the Screen."

Protection

- O. That the booking and renting of all positive prints of each of said motion pictures shall be upon contracts separate and apart from the booking and renting of any other prints, films or pictures handled or controlled by the Exchange, and the booking or renting of any of said prints of the Producers' feature motion pictures shall not be made conditional or contingent upon the booking or renting of any other pictures, films or prints handled or controlled by the Exchange.

Coming, Warner Bros. 18 "Classics of the Screen"

H. M. THOMAS LEAVES F.P. CANADIAN INTERESTED CHAIN OF THEATRES

H. M. THOMAS, who has accepted a position in the American middle west, with the Blank chain of theatres, tendered his resignation to Famous-Players. Before he left Montreal to take up his new appointment, Mr. Thomas was tendered a banquet of farewell at the Blue Room of the Windsor Hotel, Montreal, and the occasion was a memorable one in the annals of Montreal Moving Picture-dom. Members of the Exhibitors and Exchangemen's Associations were out in force and there was probably not a single person directly concerned with film matters in Montreal, who was not present at the function. Commencing at eleven o'clock in the evening the affair was not completely terminated until eleven the next morning, numbers of the guests seeing the clock around. During its course Mr.

Thomas was presented with a silver plate mounted on a board on which was engraved a moving expression of the esteem and popularity he has garnered during his work in this city. It will make a handsome reminder when hung up on the walls of his new offices. In his speech of farewell and thanks, Mr. Thomas said he would never have left this city but for the fact that he had been offered an interest in the Blank chain of theatres whose centre is at Des Moines, Iowa. He would ever remember with pleasure the time he had spent in this city, he said. Thus passes out of our sphere one of the most popular figures in Motion pictures in the East of Canada.

A farewell supper was tendered Mr. Thomas at the King Edward Hotel, Toronto, by Mr. N. L. Nathanson.

splendid description of Universal City, its buildings and its government. Mr. Scott is the father of two moving picture actresses, one of whom is Mabel Julienne Scott.

Empress, Yarmouth, N.S. Being Now Remodelled Into Modern Theatre

Workmen are busily engaged remodelling the old Empress Theatre, Yarmouth, N.S., from an upstairs house to an up-to-date down stairs theatre. The manager is K. Keltie, formerly with F. G. Spencer at Truro. Mr. Keltie has many friends in both Nova Scotia and New Brunswick who will be heartily interested in this new theatre and who will wish him the greatest success.

Mgr. Brouse, Imperial Feature Educational's Message Emile Coue

Harry Brouse, proprietor of the Imperial Theatre, Ottawa, made "The Message of Emile Coue," Educational's two-reel special, the feature attraction at the Imperial during the week of March 12th. The remainder of the programme was made up of five other one and two-reel Educational and Pathe releases, these being billed on half and one sheet posters in a manner similar to the advertising of acts on a vaudeville bill of fare.

Lyman H. Howe's Hodge-Podge Series "Tarpon Fishing"

"Scenic Distortions," the novelty subject shown last year at the Capitol Theatre, and which was the subject of much comment at the time, will form one of the items in "Tarpon Fishing," one of the Lyman H. Howe's Hodge-Podge series released through Educational Film Exchanges, Inc.

Another portion of this subject, "Tarpon Fishing" is a real thriller. Scenes taken off the Coast of Florida show the landing of one of these huge game fish, after a struggle of two hours and a half, during which the "bucking broncho of the seas," many times leaps high into the air in its attempts to dislodge the hook. The captured giant measured six feet seven and a half inches, and tipped the scales at 187 lbs., and was captured by a woman weighing but 107.

"Blow Your Own Horn" Another F. B. O.

Owen Davis' stage success, "Blow Your Own Horn," will be put into production at the F.B.O. studios shortly with Warner Baxter in the leading male role, and released in Canada through Educational.

FILM BOOKING OFFICES ORGANIZING A NON-THEATRICAL DEPARTMENT

FILM Booking Offices of America is the latest of the big motion picture distributing companies to organize a non-theatrical department. It is not the intention of this company to produce pictures which would be suitable for a church or school only, but rather call the attention of these "amateur showmen" to screen entertainment which is suitable for their patrons.

Schoolmen and ministers realize that their education plans are doubly efficient when they are presented on the screen in the form of entertainment, and to meet this demand Film Booking Offices has opened a department in charge of A. P. Meyer, formerly with the National Theatrical

Corporation, which will list and describe the product of that organization to all exhibitors of films not conducting a regular motion picture theatre.

Film Booking Offices, which is under the management of P.A. Powers, has thirty-one exchanges in the principal cities in the United States; a thirteen story building in the heart of the New York theatrical district, and one of the finest and largest motion picture studios in Los Angeles. A recent arrangement with Canadian Educational gives the latter concern the release of F. B. O. Features in Canada, these pictures being formerly released through Regal.

CAPT. FRANK GOODALE ENTERTAINS A. B. SCOTT, UNIVERSAL CITY

CAPT. FRANK GOODALE, manager of Loew's Theatre, Ottawa, Ontario, entertained A. B. Scott, of Universal City, Cal., as his personal guest during the week of March 12th. Mr. Scott was invited to the Lions Club luncheon on March 13th, when he delivered an address on the moving picture industry, which, he pointed out, was the most maligned of any business on this earth.

Mr. Scott gave a highly interesting account of the early struggles of those identified with the moving picture industry. Under the leadership of Carl

Laemmle and in company with Priscilla Dean, Joe Keenan, Henry B. Walthall, and about 25 others, he had gone to California in 1908 to start producing. Mr. Laemmle had raised \$65,000, but it was not long before this was all spent and there was no money for wages. After a conference with his whole company, Mr. Laemmle went to Chicago, where he succeeded in raising \$175,000, with which to make another start. The players stuck with him and now the Universal company had a capital of \$178,000,000. Mr. Scott gave a

DISTINCTIVE PICTURES CORP. SECURE SIR GILBERT PARKER'S 'THE WEAVERS' 'THE GREEN GODDESS' A FEATURE

SINCE the announcement of the first two 1923 feature productions of Distinctive Pictures Corporation—"Backbone" and "The Ragged Edge"—Arthur S. Friend and Henry M. Hobart have been busy on the development of the full schedule for the year, a schedule which calls for a round dozen big pictures. Six of these are now in production or are ready to start.

The most recent acquisition by Distinctive was made last week when Sir Gilbert Parker, author of "Seats of the Mighty" and "The Right of Way," sold Mr. Friend his celebrated novel "The Weavers." This work is considered to rank first of all of Gilbert Parker's many powerful romances; it is a tale of the Egypt of fifty years ago—gripping in plot, fascinating in its swift action. The story will require a great cast and will permit of the creation of unusual sets, on which work will be begun immediately.

Work has already begun on "The Steadfast Heart" by Clarence Buding-

ton Kelland, author of "Backbone." This story is based on a serial now running in Collier's Weekly, and deals with the fight of a waif of a boy against adversity and the barriers of society.

Another on the Distinctive list is "Two Can Play," by Gerald Mygatt. The story deals with the whim of a wealthy man who does not wish his niece to marry a "lounge lizard" obviously unsuited to her tastes and desires. He engages a young man to act as burglar—a "Raffles"—and complications set in when a real burglar appears on the scene.

The sixth of the list is "The Green Goddess," the William Archer melodrama which George Arliss has been using on a successful tour of the country after the long run in New York.

Announcement of the remaining half dozen will be forthcoming soon. All of the pictures will be made at the Distinctive-Biograph Studios in New York.

GEORGE KHATTAR, WHITNEY PIER, C.B. SENDS REPORTS ON PICTURES NO LONGER 'AMONG THE MISSING'

Dear Editor:

I am sending you my weekly report in which I was one of "The Missing." I am not "Among the Missing" any longer. The following is my report of the week past:

"Two Minutes To Go." First National, featuring Charles Ray is good in this picture and pleases all. He is also a good drawing card here, but only did fair business for some reason unknown.

"Footfalls. Fox, all-star cast. Picture is good, and pleased all who saw it. Did poor business on account of

bad weather.

"Queen O' The Turf." Regal, all-star cast, good picture. Lots of good comments. Had one of the best houses for some time. Saturday afternoon drew a crowd of children we hadn't seen for a long time. Thanks to P. W. Cohen, of Regal Film Ltd., who booked to me at a reasonable price. I am

Yours truly,

GEO. KHATTAR,
Khattar Theatre,
Whitney Pier, C.B.

ENGLISH PICTURES HAVE CAUGHT ON ALLEN, PANTAGES, FIRST RUNS OTHER LEADING THEATRES FOLLOW

ENGLISH Pictures are catching on. "Me and My Gal," proved the outstanding topic in picture circles in Toronto during its release at the Allen Theatre. Exhibitors have been unani-

mous in their praise of its box-office qualifications. Wherever a picture house stands, "Me and My Gal" appears to be the attraction, and it looks as if this English comedy will run

"The Better 'Ole" a close race for box-office receipts and popularity.

"Squibs Wins the Calcutta Sweeps" following the release of "Me and My Gal," and in truth a sequel to this picture, has also caught on; and its run at the Allen, Toronto, where it opened the week of March 19th; looks like three to four weeks.

Famous-Players Film Service are releasing these pictures and also "A Sister to Assist 'Er," the English comedy which opens at Pantages, Toronto, the week of March 26th.

Following these releases we shall have, released through the same exchange. Four more Betty Balfour successes, "Dick Turpin's Ride To York," "Royal Divorce," and a host of other titles equally as good. It is rather gratifying to a Britisher to find that the public are responding to English-made pictures and that the British studios have at last conceived the right idea of what we want in pictures for the American continent. Excuse us U.S. if we exult in a little patriotic pride and "toot our own horn" a bit. We have waited patiently for this opportunity; and are happy that British pictures are registering and in demand.

James Harrison Returns To Los Angeles

James Harrison, prominent and popular Los Angeles film leading man is back in town after an absence of nearly two years during which he has been playing in Eastern-made pictures. Harrison accompanied Charles H. Christie to Los Angeles this week. He was with the Christie company for three years and played in about fifty of their pictures before going East to appear in feature productions.

Adults and Children "A Jungle Romeo"

Educational-Snooky Comedy
"A Jungle Romeo," Educational-Snooky Comedy; the Educational Special, "The Message of Emile Coue," and "Tarpon Fishing," one of the Lyman H. Howe Hodge-Podge series, are listed in the current bulletin of the National Motion Picture League as Family films, recommended for showing to adults and young people.

EXHIBITORS

Your Report on Pictures

PLEASE

A SISTER TO ASSIST 'ER

Knocked them dead at the Pantages, Toronto

**Eight Million Toronto Blokes Roaring, Rocking with Glee
They thought the house was coming down.**



"Will I have tea?
Indeed no! It's
terrible 'armful to
my cistern--"

"Gin?--Oh yes, I
drinks gin. It's
common but so
'olesome.

COCKNEY ARISTOCRATS of the Slums of London

Distributed by

FAMOUS PLAYERS FILM SERVICE, LIMITED

21 Dundas St. East, Toronto

Toronto

Montreal

St. John

Winnipeg

Calgary

FIRST NATIONAL'S 'MIGHTY LAK A ROSE' SUGGESTS EXPLOITATION ANGLES

"MIGHTY Lak a Rose," shortly to be released by First National, has so many angles of advertising that exhibitors should find it profitable engagement indeed. Perhaps no picture since "Humoresque," and "Over the Hill," contains such a compelling power over its audiences. It teaches the power of music to heal the wounds of the heart, and its theme and scenes will drift back and forth across the mind of the spectator like an echo of an unforgettable strain of music.

Wherever it is possible, the theatres should arrange for a private screening before Kiwanis and Rotary Clubs which might suggest to them a drive that either would be pleased to co-operate with the theatre management.

The Victor Record No. 89108, sung by Geraldine Farrar, with violin obligato by Fritz Kreisler, can be used both in advance advertising and in theatre presentation. An Old Melody Week will be immediately suggested to the live manager, and First National is arranging to supply orchestration of a medley of the songs of 15 and 20 years ago.

Drug store windows can be secured

for some co-operative advertising by a display of various rose-scented articles.

A competition of window display of roses among florists in any city suggests itself, and cash prizes offered here will give a return in the box office many fold, for nothing gets as much attention as flowers.

The schools can be interested by offering prizes for the best water-color of a rose. A street ballyhoo that is both refined and an attention getter is that of an immense Victrola constructed of beaver board with a singer or violinist inside, either one rendering "Mighty Lak a Rose." The distributor of the Victrola can be easily influenced into bearing part of the cost of building this for the advertising that he receives on the float.

We do not know of any features released in the past while that contain such simple and effective advertising suggestions. All those who have seen the picture maintain that it cannot be over exploited, and it is up to the exhibitor to adopt those suggestions which he feels will appeal to his locality.

KEITH INTERESTS TO BUILD PICTURE AND VAUDEVILLE THEATRE OTTAWA SITE F.-P. CANADIAN

F. F. ALBEE, of Montreal and St. John, N.B., identified with Keith interests in Canada for years, was a visitor in Ottawa a few days ago when announcement was made that arrangements were being made for the construction of a brand new theatre in the Canadian Capitol for the presentation of high-class combined vaudeville and picture entertainment. It is un-

derstood that Mr. Albee looked over the site on which the Famous Players Canadian Corporation, Toronto, started to build a large moving picture house several years ago. Barely more than the foundation work was constructed for the Capitol Theatre, and announcement was made some little time ago that the site was for sale.

'THE VOICE FROM THE MINARET' ESTABLISHES BOX-OFFICE RECORD AT CENTRE THEATRE, OTTAWA

THE Montreal Office of Associated First National Pictures is in receipt of the following wire from the Centre Theatre, Ottawa, which proves beyond a doubt the drawing power of Norma Talmadge's newest picture in which she is supported by Eugene O'Brien:

A. L. GORMAN,
Associated First National Pictures
Have just finished one week's engagement, "Voice From The Minaret" with Norma Talmadge stop picture grossed more than "The Eternal Flame" or "Smilin' Through." All patrons very enthusiastic over this, her latest picture.
Signed) Centre Theatre.

Harry A. Kaufman "The Great Menace" Anti-Drug Film

Harry A. Kaufman, of Kaufman Feature Films, has been kept busy recently, with "The Great Menace," a picture depicting the scourge of the drug habit. It is endorsed by the "Committee of Sixteen," of Montreal, and is being produced under their supervision. Part of the proceeds of this picture will be devoted to the committee's work when the picture opens for an indefinite run at the St. Denis Theatre there at the end of the month. Seen by Hon. Dr. A. J. Amyot, Deputy Minister of Health, when a private screening of the film was given in Ottawa, the minister in a letter to Mr. Kaufman, says in part: "It is especially valuable as a medium for spreading the knowledge of the difficulties encountered in the efforts to control and wipe out this traffic."

Equity Have Valuable Lady Sales "Man". Mrs. Drucker Closing Contracts

Equity Picture Corporation is releasing "Child for Sale" at the Imperial and is using some original advertising matter. The picture is based on the High Cost of Living and is replete with pathetic touches. A release which is booked for the near future is "The Cossack Whip," in connection with which negotiations are on hand for the picture to be accompanied by a troupe of Russian dancers, some of whom were originally with the Russian Ballet. Mrs. Drucker, the lady sales "man" of the Equity Picture Corporation, is doing great work for that enterprise. She has done her share of travelling through the province and has nailed some difficult contracts where others of the sterner sex have fallen down. Some of her most brilliant feats include the closing of contracts with the entire Independent Amusement Company circuit of Montreal.

Basil Horsfall Reports Organization Magnet Films

Basil Horsfall reports to the Digest that the film exchange recently organized by him will now be known as The Magnet Films Limited, with head office in the Allbee Building, Montreal. It will specialize in short features, comedies, etc. Mr. Horsfall has recently been working on the score of "The Bohemian Girl," which will open in Toronto, April 2nd, and will from there tour the country with an all-star cast.

NEW CHRISTIE EDUCATIONAL PRODUCT CALLED "WINTER HAS CAME"

AFTER suffering about all the ills that might happen to a motion picture company in the snow country, Al Christie and his cast and staff are back from Truckee, where they have been making "Winter Has Came," a story of life on a New England farm and a daughter returned from Paris.

Dorothy Devore plays the daughter and is surrounded by an unusually big cast of well known people including Earl Rodney, Babe London, William Irving, Lydia Yeamans Titus, William Chapman, Victor Rodman, George French and Bob North.

Mr. Christie descended on Truckee with three wind machines to film a

blizzard, but nature beat him to it by melting most of the seven feet of snow. The wind machines broke down, the team ran away with the cutter and the soggy snow refused to blow except early every morning. However, a good time was had by all at times when nature and the equipment were in accord.

The new picture will be ready for release in May, and will follow such Christie pictures as "A Hula Honeymoon," "Babies Welcome," "Hot Water," "Green As Grass," and "Take Your Choice," which are the current and coming attractions.

UNIVERSAL'S CENTURY COMEDIES SCREEN FOR EXHIBITORS PRIOR TO SALES BEING COMPLETED

UNIVERSAL'S new Century Comedies are fulfilling the promises which have been made for them. The Capitol, Montreal, and Allen, Toronto, are both running "Peg O' The Movies," the first of the Baby Peggy six comedy features, while other leading theatres across the Dominion are following suit. The Buddy Messenger Comedies are also proving popular. Six Brownie Comedies and Six All-Star Comedies complete the list. Universal have made arrangements to screen any of these Century Comedies for exhibitors before arranging a sale,

so much confidence have they in their unusual merit.

In an interview with Mr. Claire Hague, general manager Canadian Universal he said: "The appeal of feature short subjects is indisputable and Universal in presenting Century Comedies feels certain that they are giving exhibitors feature two-reel comedies representing just what the public want. Every care has been exercised to make Century Comedies possess the quality and appeal of a feature picture, with this added advantage, the condensation of the best in a longer feature into two reels."

LLOYD HUGHES TO STAR BORZAGE'S FIRST FOR FIRST NATIONAL

ARTHUR H. JACOBS, one of the newest producers in the coast film colony, who is making the Frank Borzage productions, has just signed Lloyd Hughes to play one of the all-star parts in his initial picture, which Frank Borzage is starting to direct at the United Studios.

Jacobs signed Pauline Garon in New York, recently, to play the leading part, and, in fact, the only one in this story. The little flapper star of "Adam's Rib" fame, is now on her way to the coast.

Agnes Christine Johnston, who wrote the scenario from the magazine story, had Lloyd Hughes in mind when she wrote the script, and when asked by the producer whom she considered the best young man to portray the character, promptly named Hughes, whereupon he was more promptly engaged by Jacobs after Director Borzage had heartily approved the scenarist's choice. The picture is to be released through Associated First National, as the first of a series of Borzage films.

"The Christian" Opened Capacity House Orpheum In For a Run

Famous Players Canadian Corporation have engaged the Orpheum, Montreal, and are running for a ten-day—

and maybe longer—show "The Christian" from the well-known novel of Sir Hall Caine. It opened on St. Patrick's Day, to a capacity house and evidently took the fancy of film patrons, for it has been extremely popular ever since.

Mrs. Wallace Reid Anti-Dope Picture Titled "The Living Dead"

"Dope and alcohol are twin evils, but dope is the worst of the two," declares Captain Richmond Pearson Hobson, of Spanish-American war fame, who has just completed a survey of the alcoholic menace.

Captain Hobson is now at work on some special statistics for the Los Angeles Anti-Narcotic League, an organization headed by Dr. Rufus von Klein Smid, president of the University of Southern California, which is sponsoring the film, "The Living Dead," which is being made by Mrs. Wallace Reid at the Thomas H. Ince studios.

Mrs. Wallace Reid, who has just started work at the Thomas H. Ince Studios on a big propaganda film against the dope traffic under the supervision of the Anti-Narcotic League, has received telegrams from prison wardens in all parts of the country, commending her undertaking to assist the government in its fight to suppress the drug evil.

In the past week Mrs. Reid received commendation from L. E. Laws, warden of Sing Sing prison, Ossining, N.Y.; John L. Whitman, warden of the State Penitentiary, Joliet, Ill., and from Robert McKinley, warden of the State penitentiary, Philadelphia, Pa.

James Kirkwood, motion picture star, who has been playing the lead in "The Fool," one of the Broadway successes of the year, has given two weeks' notice to accept the leading male role in "The Living Dead," the dramatic film lesson depicting the horrors of the drug evil which is being made here by Mrs. Wallace Reid.

With Kirkwood playing the leading role, the cast for Mrs. Reid's film is one of the strongest assembled for any recent picture. Bessie Love, George Hackathorne, Victory Bateman, Claire McDowell and Eric Mayne are included. John Griffith Wray is directing.

The picture is being made at the Thomas H. Ince studios.

"The Movie Dare Devil"

"The Movie Dare Devil" will be the next of the Earl Hurd Comedies produced by C. C. Burr, to be released through Educational.

Satan's Paradise
Canada's First

MONROE DOCTRINE CENTENNIAL TO BE CELEBRATED IN LOS ANGELES MOTION PICTURES PROMINENT PART

FOR the American Historical Revue and Motion Picture Exposition, a dream city of gorgeous color and semi-tropical beauty will be built. The Spanish-American type of architecture has been chosen, for it admits of many interesting variations that mark Aztec and Mexican influences. The principal buildings will be placed along an Esplanade 150 feet wide, leading from the street to the Community Colliseum, recently completed in Exposition Park. The buildings will cover nearly 1,000,000 square feet of space.

Half way between the high-arched gateway and the peristyle of the Coliseum the Esplanade will widen into a circular plaza 300 feet in diameter. This is to be the Court of the Americas. It will be encompassed by colonnades from which rise lofty towers that will be reflected in the wide basin of the central fountain.

Pageants and floats dealing with the history of all the Americas will be shown daily on an immense stage in the center of the Colliseum. This stage more than 200 feet square is to be the largest ever constructed for dramatic performances. Novel in design, an adaptation of an Aztec temple, it will have three graduated levels. The topmost level will be assigned to the bands and orchestras that will furnish music for the many events of each day's program. Below it the ballets and spectacles will be presented, and on the main level the pageants and revolving floats will be shown. Here there will be dancing at certain times.

The stage will be approached by wide steps extending in sweeping curves around its corners where fountains will play and steam pots will reflect myriad colored lights.

Ferns and flowers will be used lavishly in the decoration of the grounds around the stage, and blossoming vines will climb over its foundations and sustaining walls.

Bungalows of many types that conform to the general architectural scheme will be erected for the exhibits. These bungalows will be early Californian Aztec and Mexican and will afford distinct advantages to exhibitors.

Women are to take a foremost part in the work of the Exposition which is primarily educational in its aims. While this all Americas fair will celebrate the centenary of the enunciation of the Monroe Doctrine, by recalling the past through the medium of wonderful historical pageants, it will also present the achievements of today. Ideas, as well as their realization in the form of the arts and manufactured products, will have their place in this Exposition, which looks toward the future as well as the past. The most famous men and women will be invited to discuss world problems at morning congresses to be conducted by various national organizations.

Spacious buildings are to be turned over to this important feature of the Exposition. This Women's Court will contain an auditorium and will be also the center of hospitality. Here will be an Information Bureau, a tea room, committee rooms and large reception rooms.

Jimmie Adams' First Picture Finished By Scott Sidney

"Green As Grass," the rural comedy which introduces Jimmie Adams as a Christie Comedy star, has been completed under the direction of Scott Sidney, and will be released in April through Educational Film Exchanges. In the cast with Adams are Charlotte Merriam, William Irving, Earl Rodney and William Chapman.

The story introduces a wonderful horse, declared to be a "find" by the director. The plot, which was written by Walter Graham, centers at a county fair, where the horse "Chillblains," wins the Pike County Derby and romps home with the price of a good farm mortgage.

Jane Novak's "Divorce" F.B.O. Production

Jane Novak made such a success in "Thelma," her first society drama, that she will again be seen in the most beautiful gowns Paris can produce in "Divorce," a new picture which Chester Bennett is producing. Miss Novak first became famous in "out-door" picture distribution throughout Canada. Educational.

Baby Peggy As Artist Model Next Century Production

Baby Peggy's next Century Special Production will have as its theme the life of an artist's model. A story of Balzac's is said to be its inspiration, but in order to bring it up-to-date the tiny star will pose as Mary Pickford, Mae Murray and Gloria Swanson. She wears the rags of Swanson, Pickford, the bizarre boudoir costume of Swanson and the jazzy dancing costume of Mae Murray. It will be directed by Raymaker. Through Universal.

Buddy Messinger's Starring Six Century Comedies

Very few people would know who Melvin Joseph Messinger is, and they would be very much surprised to learn he is no other than Buddy Messinger, the jovial fat kid star of Century Comedies, whose first picture for that company is "Boyhood Days."

Since early boyhood, when he first entered pictures, Melvin Joseph always used the chummy name of Buddy. Thus, few know his christened name. Through Universal.



AL CHRISTIE
And His Latest Comedy Lead, Hazel Deane.

Earl Hurd Busy On Cartoon De Luxe

Earl Hurd, cartoonist de luxe, is at work on a new film cartoon comedy in his own inimitable and individualistic manner. Mr. Hurd's innovation has been copied by others although none have approached him in actual defiance of the human eye and plausibility. All of this gentleman's cartoons have the peculiarity of combining on the screen his comical caricatures and actual human actors. It is a feat of the camera but it demands exhaustive and painstaking work. No name has as yet been chosen for this new one to succeed the now famous cartoons, "Railroading" and "Chicken Dressing." Earl Hurd's comedies released through Educational.

EXHIBITORS
Have you sent in your
Subscriptions?
\$2.00 - 52 Copies

F. R. FRASER BRISCOE SENDS REPORTS FROM COURTENAY, B.C. BUILDS A NEW THEATRE

March 12th, 1923.

The Editor Canadian Moving
Picture Digest,
Toronto, Can.
Madam:

I have been a constant reader of your excellent little paper and would only suggest that you review more pictures every issue, giving the plot, etc., as so many exhibitors cannot get down to the cities to get a better idea of pictures that they require. Have just put up a new theatre in this small town, which is one of the busiest on Vancouver Island.

Played "To Have and To Hold" last week. This picture appealed to one and all, is full of action all through and sufficient comedy, and is a picture any country exhibitor is safe in playing. Film was in first class shape.

"Grandma's Boy," and "Tailor Made Man," are of course winners to any exhibitor. F. R. Fraser Briscoe, Courtenay, Vancouver Island, B.C., Gaiety Theatre.

A few facts sent in by Mr. Fraser, about Courtenay:

8,000 acres in Comux Valley, under crop, including Merville, which is the largest soldier colony in British Columbia.

Several large logging concerns operating in the locality.

In addition to railway from Victoria, coastal boats bring in freight

from Vancouver.."

"Comux," in the euclataw dialect of the Indian tongue, means "plenty."

"One of the largest and finest farming districts of Vancouver Island is known as the Comux Valley, about 120 miles north of Victoria by rail to Courtenay, and situated on the east coast of the island."

There is a frequent boat service between Vancouver and Comux, 3 miles from Courtenay.

Comux creamery at Courtenay, noted throughout the island for its first-class grade of butter, having an estimated production of 300,000 pounds of butter (1921). Acquiring fame for Jersey ice-cream.

Comux Valley, pre-eminent as Jersey Centre, over 300 pure breeds in the valley, including some of the best blood on the American continent, close to 3,000 milch cows in the locality. First class roads and schools, opportunities unrivalled for sportsmen and anglers.

Two hotels in Courtenay, two banks, variety of up-to-date stores, garages, excellent weekly newspaper.

Comux Harbor, deep anchorage for large vessels and Pacific squadron annually use it as headquarters for target practice.

Courtenay is roughly 30 miles by road from Campbell River, world-known to tourists and sportsmen for its unexcelled fishing and falls.

Two Famous-Lasky Releases At Capitol

Famous Lasky have booked two big releases at the Capitol, Montreal. They are "Racing Hearts," featuring Agnes Ayres, and this will be followed by "The White Flower."

Stewart P. Dunlop To Manage St. Denis

Another change in the management of Montreal theatres is the appointment of Stewart P. Dunlop to the management of the St. Denis in succession to H. M. Thomas, who in the past managed both the Capitol and the St. Denis. Mr. Dunlop was formerly assistant manager at the St. Denis, but on the opening of the Capitol Theatre was appointed assistant manager there. In his return to the St. Denis he will carry out a policy that will cater particularly to the French-speaking population of the district where the theatre is located.

Wyndham Standing Lead in "Daytime Wives"

Wyndham Standing, who plays the leading male role in "Daytime Wives," now being produced at the F.B.O. studios under the direction of Emile Chautard, is a Londoner by birth, and a Californian by occupation. Standing's biggest successes previous to "Daytime Wives" were "Earthbound" and "Smilin' Through," through Educational.

"Westbound 99" Drama Railroad Life

"The Westbound Limited" is said to be the greatest drama of railroad life that has ever been shown on the screen. Ralph Lewis plays the leading role, with Ella Hall as the feminine lead. The story is from the pen of Emile Johnson, the mother of Emory Johnson. The title has been changed to "Westbound 99," and this feature will be released in Canada through Educational.

Plowright Out West Writes Somebody Told Him Digest Was Good

J. Plowright, of Hodkinson Pictures, remembers the Digest with a card from Vancouver, which read: "Somebody told me out here that they liked the Digest. Can you beat that?"

(Whisper to Plowright): We always knew that young men were told to go out west for a purpose).

Educational Play Two First Runs in Montreal

Canadian Educational Films is running simultaneously at Allen and Loew's, "Casey Jones, Junior," while "Chop Suey" is booked also for Loew's, Montreal.

**Subscribe To The Digest
\$2.00 a Year.**

CANADIAN DISTRIBUTORS OF—

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Superlite Gold Fibre Screens*

*Rexolux Motor-Generators
Cinephor Lenses*

*Automatic Ticket Registers
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Main 3890

J. P. O'LOGLIN TAKES HOME SIX CRIPPLED LITTLE CHILDREN HOSPITAL INCURABLES BURNED

J. P. O'LOGLIN, managing director of the Canadian Releasing Corporation, with Mrs. O'Lughlin, came into the limelight this week, when they took home and are looking after six crippled and sick children from the fire at "The Hospital for

Incurables," which gutted that institution recently. In connection with business matters Mr. O'Lughlin states that "Prince and Pauper," the Mark Twain story featuring the Prince of Wales, will come to Montreal from Toronto.

SYD CHAPLIN MAKES GOOD NEW KEYSTONES FUNNIER THAN EVER

"DOUGH and Dynamite," with "Charles Chaplin in the title role" (for he is certainly dynamite in this picture—with dough not far behind) the first of the New Edition of Keystone Comedies, has come from the coast and prints will soon be ready for exhibitors. The new titles—all of which are Syd's work—add immensely to the roaring fun that runs through the whole picture. There are many art titles which add their touch. Stories of the new things in the way of lobby display and other publicity continue to circulate.

Messrs. Aitken and Price are not trying to bring cheapness to the exhibitor in the Keystone Revival.

"As we see it," said Mr. Price, in an exclusive interview last Saturday, "the exhibitor isn't looking for mere cheapness. He is looking for pictures that fill his house. On the other hand, he's tired of counting up nearly capacity at the box office and then finding that all his receipts have gone to pay spectacular production costs.

"We are aiming at a business proposition, with a business profit in it for all hands. Keystone have always

been moneymakers, even under the worst conditions. Two-reel laugh pictures are always in great demand—and there are precious few of them.

"We have taken the best of the classics only—with Charles Chaplin, Mabel Normand and other public favorites in every one; then we've brought them up to the minute with new titles and publicity. All this costs money; lots of it. And we have spent it with a free hand, because at the very most it couldn't burden the production as do the amazing salaries now being paid.

"These pictures are a business proposition—sold on a business basis. The wise exhibitor is letting us see how he feels about it—mainly by telegrams!"

Exhibitors

Your Report

on

Pictures

Please

Charles Chaplin in "Dough and Dynamite"

Until Syd Chaplin's work of retitling and reconstructing this masterpiece of laughter, no one would have believed it could have been even funnier than Charles himself had made it.

But it is.

The publicity is just a little bit newer and more spectacular than any publicity you have ever seen.

It all helps. But—

It's the **picture** that makes the money.

And this is only the first of the New Edition of Keystone Comedies.

TRI-STONE PICTURES, INC.

H. E. AITKEN
OSCAR A. PRICE

565 Fifth Avenue, New York.

If 300 Exhibitors Read This Advertisement, 300 Exhibitors Will Admit the Truth of Our Argument.

How Do You Buy Your Pictures?

Do you let trade paper advertisements sway your opinion of what is an actual box-office attraction?

Or do you buy according to a picture's flashy title, only to find that you have a picture on your hands that is not entertainment?

Or do you buy certain pictures because they don't draw heavily on your purse, and then learn that they don't draw any business either?

Why Don't You Buy Your Pictures—

—according to a trade mark that your patrons know represents clean, wholesome entertainment, presenting the world's greatest screen stars under famous directors.

—the same as the management of the foremost theatres on this continent.

—from the exhibitor box-office reports as listed each week in the Motion Picture News, and comparing reports on First National Attractions with any and all others.



Truly an endless chain
of box-office successes

C10 J1'23

The Dominion Embossing & Printing Co.
27 Jarvis St. - Toronto, Canada

March 24th, 1923.

Vol. 14, No. 4

CANADIAN MOVING PICTURE DIGEST

MELA
+
MR
Completed.
IV S.W.

It's History Now

A few years ago the so-called "wise ones" laughed and said a chain of theatre owners operating a distributing company was a dream impossible of fulfillment. But brains, determination and perseverance constitute a formidable trio and to-day Associated First National Pictures is a reality and an outstanding power in the Motion Picture Industry

*You should be proud to present its
Trade Mark*

TORONTO, CANADA,
MARCH 24th, 1923

Educational Releases

CHRISTIE COMEDIES

1922 and 1923 Series

Nothing Like It. Cold Feet.
Oh Buddy. Hickory Hick.
In for Life. Bucking Broadway.
Falling for Fannie. Mile Minute Mary.
Exit Quietly. That Son of a Shiek
A Pair of Sexes. Pardon My Glove.
Pure and Simple. Let 'Er Run.
Saving Sister Susie. Ocean Swells.
Fresh From Farm. Chop Suey.
Kiss and Make Up. The Chased Bride.
No Parking. In Dutch.
Barnyard Cavalier. Be Yourself.
Rambling Romeo. Second Childhood.
Hokus Pokus. A Hula Honeymoon.
Twass Ever Thus. Babies Welcome.
Oh Promise Me. Hot Water.
'Tis the Bull. Green As Grass.
Fair Enough. Take Your Choice.
Any Old Port. One Stormy Knight.
Choose Your Weapons.
Hazel From Hollywood.
And four to follow.

CAMPBELL COMEDIES, 2 R.

1922 Series

Stork's Mistake. Monkey Shines.
Assorted Heroes. Rag Doll Romance.
Nick Time Hero. Penny Reward.
Stolen Glory. False Alarm.
Schoolday Love. Circus Days.
King Tale Romance.

TORCHY COMEDIES, 2 R.

1922 Series

Torchy's Promotion. Torchy O'Blossoms.
Torchy's Frame-up. Torchy's Ghost.
Dog-gone Torchy. Torchy's Hold-up.
Torchy a la Carte. Torchy Steps Out.
Battling Torchy. Torchy's Nut Sunday.
Torchy's Feud. Torchy Takes Chance.

TONY SARG ALMANAC, 1 R.

1922 Series

First Circus.
Vanip No. 1.
Original Golfer.
Original Movie.
Original Tooth Carpenter.
Why They Love Cavemen.
When Whale Was Jonah.
Fireman, Save My Child.
When Adam Walked Floor.

R. N. W. M. POLICE, 2 R.

1922 Series

Trapped. Valley of Missing.
Avenger. Jules of River.
Campbell of Mounted.

MERMAID COMEDIES

1922 and 1923 Series

Robinson Crusoe. Poor Boy.
Vagrant. Treasure Bound.
For Land's Sake. Look Out Below.
Adviser. Steeplechaser.
Free and Easy. Blazes.
Rolling Stones. High Power.
Step This Way. Good Scout.
Rainmaker. Casey Jones, Jr.
Spooks. Hold Tight.
Danger. Kick Out.
Rapid Fire. Cold Chills.
Pest of Storm Country.
And four to follow.

WILDERNESS TALES, 1 R.

1922 and 1923 Series

Women Must Weep. Natural Born Liar.
One Man Reunion. Prickly Conscience.
Split Outfit. By Lantern Light.
My Country. Moon-blind.
Drifters. Mixed Trails.
Blanket Stiff. Jenkins and the Mutt.
Night's Many Shadows.
And six to follow.

CAMEO COMEDIES, 1 R.

1923 Series

Crash. Dog Sense.
Pitter Patter. Broke.
Once Over. Oh Sister.
Hurry Up. Family Troubles.
Ouch! The Dude.
Tea N. Tea. Traffic.
Bumps. Eleven to follow.

PUNCH COMEDIES, 2 R.

1922 Series

Love Egg.
Country Chickens.
Rural Cinderella.

EARL HURD, 1 R.

1923 Series

One 'Ol Cat. Railroad.
Fresh Fish. Chicken Dressing.
Movie Dare Devil.

TOONERVILLE COMEDIES, 2 R.

1922 Series

Skipper's Policy. Skipper's Last Resort.
Toonerville Blues. Toonerville Trials.
Skipper's Sermon. Toonerville Topics.

CHESTER OUTINGS, 1 R.

1922 Series

Save Your Carfare. Music in the Air.
No More Gasoline. Last Hops.

LLOYD HAMILTON SPECIAL, 2 R.

1923 Series

Speeder. Extra! Extra!
No Luck. Uneasy Feet.
Educator. And one to follow.

1923 SPECIALS

Man vs. Beast, 2 R. The Enchanted City

HEALTH SPECIAL, 1 R.

1922 and 1923 Series

How to Grow Thin.
The Message of Emile Coue.

SHERLOCK HOLMES, 2 R.

1923 Series

Devil's Foot. Empty House.
Dying Detective. Tiger of San Pedro.
Case of Identity. Priory School.
Scandal in Bohemia. Solitary Cyclist.
Yellow Face. Red-headed League.
Noble Bachelor. Resident Patient.
Copper Beeches. Beryl Coronet.
Man With Twisted Lip.

BRUCE SCENICS, 1 R.

1922 Series

Wanderlust. Hope of Adventure.
Solitude. Great Mirror.
Song of Paddle. Castaway.
Log of Laviajera. By Side of Road.
Strolling Minstrels.
Bonnie Briar Country.
Old and New England.

LYMAN H. HOWE'S HODGE PODGE, 1 R.

1923 Series

King Winter. Mrs. Hippo.
Sea Elephants. Tarpon Fishing.
Hot Shots. Speed Demons.
Garden of Geysers.
And fourteen to follow.

SELIG RORK DRAM., 2 R.

1922 Series

Northern Trail. Policeman and Baby.
White Mouse. Ne'er Return Road.

OLLENDORF SKETCHOGRAPHS, 1 R.

1922 Series

Play Ball.
Just for Fun.
Eye's Leaves.
What's the Limit?
Seeing Greenwich Village.
The Family Album.

CAMERA CLASSICS, 1 R.

1922 Series

Camera Classic No. 1, 2, 3, 4, 5.

Canadian
Educational
Films
Limited



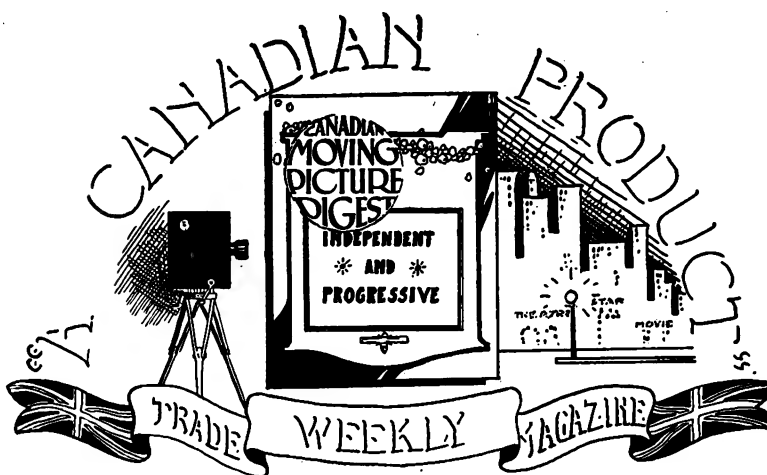
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"CANADA'S FIRSTBORN"

The
CANADIAN MOVING
PICTURE DIGEST

RAY LEWIS
Managing Editor

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TORONTO, CANADA

MARCH 24th, 1923

Are We Still At War With Germany?

THE Ontario Censor Board has banned a picture called "Mad Love," in which Pola Negri is the star. Famous-Players Film Service brought in the picture. The banning has been done purely on account of the picture's German origin. The Ontario Censor Board, after changes had been suggested, passed the picture and then rescinded the order upon learning that "Mad Love" was German-Made. Some time ago another picture, "Passion," was banned in Ontario, because it was German-Made. At that time the statement was made that the picture was Anti-French. No claim has been made in regard to "Mad Love." It is neither Anti-French, Anti-American, nor Anti-British. It has, however, committed, in the eyes of the censor, the heinous sin of being made in Germany.

Canada is evidently divided in its opinion regarding German-Made Films, since "Passion" played other provinces in the Dominion. In justice to the Ontario Censor Board, it must be stated that "Passion" was passed by them and that they rescinded their order after a great deal of agitation had been started in Toronto, regarding this picture. The said agitation was sponsored by a newspaper, who believes that we are still at War with Germany, who is endeavoring to stir up a German hatred among us of such strength that Canadians might be incited to believe that they were facing such a German Menace that only another War would extricate them. This same paper, known throughout this city as "the dirty sheet," involved in a libel suit, facing possibly many other libel suits, recently attempted to dictate what England should do in the present Ruhr Occupation. "Get off the fence," was one of its admonishments to England. Such an Ally as this sheet the French can well dispense with, for it brings to our mind many of "the noble Allies" which were forced upon England during the War.

There is in the city of Toronto, several reputable papers, enjoying the respect of the community for their tolerant attitudes, not one of these papers have taken it upon themselves to become an Avenging God, save one, which not only drags nations through the mud, but invades the sanctity of the home and business of private individuals, men and women, using the same muck-raking methods. If Christ appeared again on earth, preaching the Gospel of Peace, this paper would be the first to cry, "Crucify Him." They hate the idea of Peace.

Incidentally, the paper we have referred to, recently loaned its sheets to the most persistent attack upon Moving Pictures, because of the support Moving Pictures gave the mothers in their campaign against Daylight Sav-

ing. This paper incidentally enjoys a considerable revenue from Moving Picture advertising. It is another case of warming the serpent in your bosom so that it might turn around and sting you.

But to return to the question of "Mad Love," it is rather surprising, that considering the import of other German-Made goods for distribution in Canada, why exceptions should be taken to their films. Incidentally, German-Made pictures and plays were shown in France last year. In November of 1922, "Passion," released under the title of "DuBarry," opened at the Scala Theatre, London, for a run. Other German pictures followed. Massey Hall has been giving us German artists and German-Made music, Lubitsch, who is responsible for some of the best German productions, is directing Mary Pickford in her new picture. Pola Negri, the star of the banned "Mad Love," and the star of innumerable German-Made pictures, is appearing in several pictures for Famous-Lasky. Incidentally, people are wondering why "The Loves of Pharaoh," German-Made, was not banned. It might be added that it was fortunate for those who enjoy unusual pictures.

The second greatest German producing organization, the Emelka, has been purchased, it is said, by U.S. interests. Fox purchased their latest Eichberg feature, it is reported for \$50,000. The title "Monna Vanna," by Maeterlinck, featuring Lee Parry. Pathe is reported to have purchased two-thirds of the shares of the Suddesches Filmhaus, which is the great distributing agency of the Emelka, stationed at Frankfort. "The Loves of Pharaoh" has been released at the Scala Theatre, London, no attempt being made to disguise its German origin. It is to be followed by "The Golem," another German film, Paul Wagener, in the cast of the former picture, being responsible for the scenario, direction and idea of "The Golem." "Anne Boleyn," another German-Made picture, has been showing in London. "Passion" was released as "The Passion To Win" at the Monarch Theatre, Edmonton, Jan. 8th. It is an Ernest Lubisch Efa Production.

Since France was not averse to exhibiting German Films, and a French Organization has purchased an interest in the largest German Distributing agency, since England and the U.S. are showing German-Made pictures, and the Province of Quebec, the French centre of Canada, passed "Passion," Are we in Ontario, still at War with Germany? If answered in the affirmative, then why not ban all other German products?

Original from —RAY LEWIS.

NEW YORK PUBLIC LIBRARY

Before Buying Pictures Read The Digest Advertising Pages.

C. G. BRANHAM APPOINTED DIRECTOR OF THEATRES FOR CANADIAN CORPORATION

CHARLES G. BRANHAM, appointed recently by N. L. Nathanson, managing director of the Famous Players Canadian Corporation, to the position of Director of Theatres for the company, has been associated with the operation of the forty theatres on the coast to coast chain of motion picture houses, for the past two years, besides looking after all the advertising and publicity of the firm.

One of these jobs alone would be enough for the average man to handle, but Mr. Branham is by no means an average man. He is one of the cleverest showmen in Canada. Before coming here, about three years ago. Mr. Branham enjoyed a wide experience in two fields of endeavor—in journalism and in the theatrical business.

As a very young man he became a reporter, thus hoping to get the experience he craved, to study human nature at close range, and incidentally to carve a career for himself. He spent several years at the newspaper game throughout the west, his work with the St. Paul Pioneer Press, giving him much scope for his energy and initiative.

From journalistic work to motion pictures was a quick jump, and in six years, the New Director of Theatres, has made rapid progress, gaining in experience, prestige and position. A short resume of the success he has had at advertising and exploitation speaks for itself.

One of the outstanding things that he accomplished, when wiseacres said, "It can't be done," was to make a first-class motion picture house out of the old Minneapolis State Auditorium a few years ago. Everybody familiar with the city and with conditions there will realize what his task was. Showmen are still talking about it.

In Canada Mr. Branham has looked after all the advertising and publicity for the Famous Players Canadian Corporation, from Montreal to Vancouver; the remarkable success of the company's business is the best answer of the manner in which Mr. Branham has run his particular department, though he has actively been associated with the running and operation of the theatres' department also.

Now with the added scope of the work he has in charge, Charles Branham will be able to give still further evidence of his executive ability. He is a fine exponent of the over used

term: "a man with a genial, charming personality."

Mr. Branham will have the direction of over forty theatres, comprising the chain of the Famous-Players Canadian Corporation's Theatres. List of theatres and managers as follows:

Ernest Moule, Temple, Brantford.
Fred McLennan, Brock, Brockville.
J. C. Adams, Capitol, Calgary.
J. A. Stewart, Princess, Chatham.
Bert Blackmore, Empress, Edmonton.

Clarence Tremblay, Orpheum, Fort William.

Harold Coy, Royal, Fort William.
J. C. Green, Capitol-Regent, Guelph.
Ed. Landsborough, Regent, Galt.
Oral Cloakey, Savoy, Hamilton.
H. E. Wilton, Strand, Hamilton.
Edward Abbey, Strand, Kingston.
Jack Allan, Capitol, Kitchener.
Harry Dahn, Capitol, Montreal.
Joseph Cooper, Dominion, Nanaimo.
Paul Pitner, Gem, Nelson.

Leon Osier, Regent, Oshawa.
James Lynch, Colonial, Port Arthur.

James Lynch, Lyceum, Port Arthur.

Harold Hutchinson, Capitol, Peterboro.

J. S. Smart, Royal, Port Hope.
A. G. Crowe, Capitol, Regina.
R. Robson, Algoma, Sault Ste. Marie.

Clarence Robson, Hippodrome, Toronto.

Clarence Robson, Regent, Toronto.
Clarence Robson, Strand, Toronto.
Charlie Querrie, Palace, Toronto.
James Crang, Oakwood, Toronto.
James Cowan, Alhambra, Toronto.
Frank Sexton, Family, Toronto.
George Hodgkins, Teck, Toronto.
Jack Laver, Garden, Toronto.
J. M. Robertson, Dominion, Victoria.

Ralph Ruffner, Capitol, Vancouver.
Joseph Cooper, Dominion, Vancouver.

F. Gow, Broadway, Vancouver.
J. M. Roberson, Capitol, Victoria.
Leonard Bishop, Capitol, Winnipeg.
Thomas S. Hopkins, Province, Winnipeg.

Animated Screen Advertising New Montreal Concern

Yet another film exchange has appeared in Montreal. This is the Animated Screen Advertising Company, being managed there by Mr. Arsin. Its aim is fairly well expressed by its name.



CHARLES G. BRANHAM

Appointed recently by N. L. Nathanson, as Director of Theatres for the Famous-Players Canadian Corp.

Loud Peals, Gaiety Causes Maritime Correspondent To Investigate Cause

Loud peals of laughter at the Gaiety, Fredericton, caused Miss Fairweather, our Maritime correspondent, to make inquiries as to the cause; and Mgr. W. W. O'Fenety, owner and manager, said "Dr. Jack" with Harold Lloyd, was responsible.

Mr. O'Fenety put over a splendid piece of advertising on the picture. He started this about a week before the arrival of the film. The substance of the ads. as follows:—

"Dr. Jack, specialist, will arrive in town and can be seen at his new office, 550 Queen St. He challenges doctors, druggists and nurses to investigate his claim."

The ad. occupied a different position to the usual space the Gaiety used. On Saturday a very large picture of Dr. Jack was published. The showing went over big, including a special children's matinee on Monday.

L. Ausplant Reports Big Houses, Capitol

The Capitol Theatre, Fredericton, N.B., owned by F. G. Spencer, of St. John, and managed by L. Ausplant, reports splendid houses on "The Man From Glengarry."

Storms, cold weather and winter sports have not helped business, but business now is brightening.

"The Young Rajah" showed to large audiences with an opening Industrial reel of "Concrete Builders," and a "Mutt and Jeff" cartoon reel.

MINNESOTA TRUST COMPANY NOTIFIES ALLEN SHAREHOLDERS WILLINGNESS TO CO-OPERATE

PREFERRED shareholders of the Allen Theatre, Winnipeg, have been notified by the Minnesota Trust Company, holders of the first mortgage of \$150,000 on the building, that the latter is willing to co-operate in an effort to resuscitate the affairs of the concern. This is taken to mean that at least a ray of hope can be discerned in the future, and the shareholders who are leading Winnipeg business men, are encouraged. In the meantime an arrangement has been reached by the shareholders with Jules and J. J. Allen, to lease the theatre in Winnipeg for seven weeks on a rental basis of \$2,500 a week, which will give a total of \$17,500 to the shareholders. The first week starts on April 2nd.

The weekly rental paid by the Allens for the theatre they once controlled, will assure the shareholders of a definite profit for seven weeks. Payment of the rent is guaranteed to shareholders by G. K. Clarkson, the liquidator in Toronto, of the home office of the Allen Theatre interests. The Allens will run for seven weeks British productions which they have been showing in Toronto. The first is "Me and My Gal," and the second "The Game of Life." The prices will be advanced 50 per cent. over the regular scale. Miller M. Stewart, the house manager for the shareholders, will remain to exploit the pictures brought in by the Allens. That was one of the conditions of the agreement.

N. Y. CRITICS PRAISE 'THE HOTTENTOT' MAKES HIT SHEA'S HIPPODROME

NEW YORK newspaper critics added their praise of Thomas Ince's big racing picture "The Hottentot," to that already heard from Chicago, Baltimore and other big first run cities. This picture has brought extraordinarily fine applause wherever it has been shown and exhibitors are proving by their box offices that the public is agreeing with the critics. Guy Wonders of the Rivoli in Baltimore, ran the picture for two weeks and declared he was sorry to see it go, because, for one reason, he liked to watch the audiences get excited. Another exhibitor in a telegram to Tom Ince stated that he had to have his carpenters remain after each show to repair the seats because the audiences insisted on standing on the seats during the big horse race and cheering.

The New York Times gave "The Hottentot" probably the most unstinted praise it has ever given to any film, admitting that it was "darned good fun." The Times critics wrote in part after seeing the picture at the Strand in New York.

"For they have made a merry screen farce of 'The Hottentot' in some respects it outdoes the stage production —. Del Andrew and James W. Horne, who directed the picture, have done a good job. They have maintained a stimulating, break-neck tempo; they have staged a number of exceedingly clever scenes, and they have kept the continuity of the piece.

Result: "The Hottentot" moves along merrily, and the operators laugh as it goes. It's darned good fun.

"In giving credit to the directors, however, even though they deserve the bulk of it, one must not overlook the work of Douglas MacLean. He is abetted too by Raymond Hatton as a sympathetic butler."

The Morning Telegraph critic writes:

"Nothing funnier, more exciting, has been shown in some time. This film can be heartily recommended. Two kinds of people will enjoy 'The Hottentot.' Those who like horse racing and those who do not."

Here is what Quinn Martin of the N.Y. World thinks of "The Hottentot":

"Finest race horse picture which we have ever seen. Horses go ploughing over the very top of the camera, their hoofs almost seeming to crash into the lens as they fly past. The work of Douglas MacLean is especially fine. It is a photograph which most every one will like. It is as full of laughs as a Chaplin or a Lloyd. Deserves to be called a good picture."

"The best race we ever saw on the screen. Douglas MacLean is an extremely clever comedian." N. Y. Tribune.

"Genuinely humorous and kept the spectators in laughter throughout. Douglas MacLean has proved himself one of the best light comedians in the

movies. A ripping comedy." N.Y. Eve. Mail.

"Very funny." N.Y. Globe.

"Laugh and grow fat is a motto true. We put on ten pounds while viewing 'The Hottentot' at the Strand. We are going to see it again." N.Y. Eve. World.

"'The Hottentot' is the sort of picture that must necessarily appeal to all members of the family." N.Y. Eve. Telegram.

"'The Hottentot' is intended to entertain and in this respect it is practically perfect." N.Y. Herald.

"Extremely funny picture. It deserves to rank with that classic film comedy 'Twenty-three and a Half Hours' Leave,' and there will be many who will contend that it is 'better.'" N.Y. Eve. Journal.

During its release in Toronto, at Shea's Hippodrome, this feature registered a hit, the capacity audiences rocking with mirth.

Hundreds Turned Away At San Francisco Opening "Fairbanks in Robin Hood"

"'Douglas Fairbanks in Robin Hood' opened to the most enthusiastic audience this theatre ever played to," telegraphed the management of the Curran Theatre, San Francisco, when this United Artists release recently began its run.

"Could have played to double capacity," the telegram went on, "as hundreds and hundreds were turned away. Everybody is unanimous in saying 'Douglas Fairbanks in Robin Hood' is the greatest film drama ever produced."

Mgr. O'Fenety Reports "The Dangerous Age" Most Successful Release

Mgr. O'Fenety, who showed "The Dangerous Age," Assoc. First National Feature, at the Gaiety, Fredericton, N.B., reports that it was one of the most successful pictures shown at his theatre recently. It lent itself to publicity, is Mgr. O'Fenety's comment, and he considers it one of the finest films in his territory. A number of excellent pictures have been recently released at the Gaiety, among which Mgr. O'Fenety reports "Oliver Twist," "One Clear Call," "Rich Men's Wives."

I am still trying to find out what the public wants," declared this energetic manager, who further expressed himself as disappointed with the reception given to pictures more artistic than melodramatic.

In addition to newspaper space, personally addressed circulars were utilized and on the showing of Goldwyn's "The Old Nest," good results followed.

MGR. M. T. CRAIG SENDS REPORTS AND GOOD ADVICE 'LETTING SPLENDID OPPORTUNITY SLIP'

Canadian Moving Picture Digest,
Toronto, Ont.

Dear Madam:—

Like most of the other exhibitors, I have been slow in making the start, but from now on I shall endeavor to report regularly on pictures. I am convinced beyond a doubt that brother exhibitors are letting a splendid opportunity slip by.

It's up to the exhibitors; and if they will co-operate we will have a source of invaluable information as a guide to future bookings.

Yours respectfully,

M. T. CRAIG,

Majestic Theatre, Dresden, Ont.

"Mother O' Mine." First National. 7 reels. Story and condition of print good. Also played Keaton in "The Boat," which was excellent, but print only fair.

"Come On Over." Goldwyn. 6 reels. Romantic Irish Comedy. Excellent cast, not much plot but went over great. Should please anywhere. Print O.K.

"Scrap Iron." First Nat. 7 reels. Chas. Ray. Went over very good, but is just 2 reels too many. Ray simply can't direct. He wants to pose too long. Print fairly good.

H. D. Dixon Trusts Efforts Establish Digest Will Be Successful

Mr. A. Lewis,
Canadian Moving Picture Digest.

Dear Sir:

Enclosed please find cheque value \$2.00 re one year's subscription.

Trusting that your efforts to establish a real live Canadian Moving Picture Journal will not be in vain.

Yours very truly,

H. DIXON,

Mgr. Lyric and Opera House,
Minnedosa, Man.

Morrison Approves Idea Giving All Exchanges Part of Business

Canadian Moving Picture Digest,
27 Jarvis St., Toronto.

In reading your issue of March the 3rd, 1923, I find quite a lengthy explanation from A. Bugg, of Midland, Mgr. of Model Theatre, and I think he certainly has the right idea in not tying up all of his business with (Famous-Lasky) or any other exchange, and by the list of subjects he has played, it looks as if Famous-Lasky have had their share. Also by the list he has mentioned of the other subjects he has run just as good programmes as he would have got from Famous-Lasky.

I have run several of those same subjects and therefore I know what I am talking about. Also in my opinion, no exchange should expect any house to run nothing but one certain class of subjects, or at least from one exchange. *Also if all exchanges would do more advertising in the Canadian Moving Picture Digest, it would be of more benefit to the exhibitor than by doing so much in those other journals that never get into the hands of most of the exhibitors.* I have proven to my own satisfaction that the Vitagraph, Universal, Famous-Players, First National, Canadian Exhibitors' Exchange, have all got good money makers, and I have proven it by using them. I certainly would not think of tying up to any one exchange. I would like to see a list of all subjects that each Film Exchange has, published in your journal also. I would like to see all film exchanges furnish the proper and most suitable music for all of the good subjects.

J. A. MORRISON,
Star, Meaford, Ont.

TWO-REELER SEEKING NEW FIELDS AL CHRISTIE PROMISES INNOVATIONS

THE two-reel comedy is going far afield for new laughs, not only in the matter of locations but in plots, according to Al Christie, whose organization is just starting another innovation by producing a comedy all in black-face with many of the well-known comedians "doing their stuff" in burnt cork and kinky hair, a la Al G. Fields' minstrels.

In the new comedy, "Roll Along," which will be produced along the Sacramento River, with its chugging steamboats and levees to resemble the Mississippi of Mark Twain's description, Jimmie Adams, Babe London, Earl Rodney, Natalie Johnson, Ward Caulfield, and other players of the Christie staff will all don the darkest variety of grease paint and enact a colorful comedy, to say the least. Every actor in the picture will be in burnt cork, that is to say, there will be no real colored folks in the piece, but all the regular Christie troupe, who have in the past appeared as Chinamen or North West Mounted Police, or Sheiks and Sheikesses, will add another line to their repertoire.

Mr. Christie's company is on the location now, doing the scenes of the steamboat race between the "Dusky Belle" and "The Smoky City," in which Jimmie Adams, the new Christie Comedian, is featured. This is the third extensive location trip for Mr. Christie's troupe within the last three months. Close on the heels of the making of his "Hula Honeymoon" in Hawaii, which has recently been re-

leased, he produced "Winter Has Come," a comedy of New England farm life, using the snow backgrounds at Truckee for locations.

These new pictures are in line with the new year's work which is getting the two-reel comedy into different backgrounds and locations with a new type of ideas on which to base laughs.

Mr. Christie claims for such undertakings progress for the short comedy greater in proportion than in any other branch of picture making. "Not so long ago," he says, "supposedly well informed movie critics wailed that there is nothing new but the same old slapstick, the same old chases and the same old disguises. If these critics will watch the two-reel field closely they will no longer be able to say that the movies are 'the same old stuff,' while referring to the comedies at least.

"Comedies have to be two jumps ahead of features, anyway," Mr. Christie adds, "because the public will accept the old bunkum in elaborately dressed feature and super-special-feature productions a whole lot quicker than they will in the less pretentious laughter films."

"The Christian" Plays Continually Since Released

"The Christian," since its first release has been playing to marked success continually. Among its recent bookings, Lyric, Hamilton, Imperial, Sarnia, Lyric, Kitchener, Castle, Guelph.

AT LIBERTY. — Projectionist, thoroughly experienced, screen results guaranteed. At liberty April 1st. Married and union. Am also capable manager. Apply Projectionist, Opera House, Kenora, Ontario.

MGR. HARRY C. BROWN

SCOTT'S OPERA HOUSE, GALT

BREAKS RECORD WITH ROBIN HOOD

Mr. B. F. Lyon, Sales Manager,
United Artists,
6 Dundas St. West,
Toronto.

Dear Mr. Lyon:—

For over a year we have been striving to break our house record established by "Over The Hill," and have at last accomplished it with your "Douglas Fairbanks in Robin Hood," which set a new high water mark over four hundred dollars in excess of our previous record.

It is true that I paid more than double for this picture, the highest price that was ever paid for a film in this city before, but aside from the money paid out and the money taken in, the satisfaction of showing such a satisfying picture to my patrons would have even overshadowed a loss on the presentation had there been one.

To say my patrons were satisfied is putting it mildly. Never have I seen

such enthusiastic audiences as those that witnessed this remarkable production, and I feel safe in saying that "Douglas Fairbanks in Robin Hood" brought more than a hundred new customers to my theatre, who had never been in the house before.

With over three hundred homes in the city quarantined, I played to capacity audiences for four days, and I can hardly wait until it is possible for me to present it for a return engagement.

Pictures of the calibre of "Douglas Fairbanks in Robin Hood" are few and far between. A few more like it would be a tremendous benefit to our sadly abused industry, and I want to congratulate Douglas Fairbanks and United Artists on their wonderful endeavor in this direction.

Very sincerely yours,
HARRY C. BROWN,
Scott's Opera House,
Galt, Ont.

CAPITOL AND ALLEN, MONTREAL

SPECIAL FEATURES ON PROGRAMME

BOTH the Allen and Capitol Theatres have recently been putting on special features in addition to the usual first-run productions which they feature, and both of these theatres have derived considerable material benefit from their enterprise. Manager George Rotsky of the Allen, featured "Slim Shoulders," starring Irene Castle, and the star appeared in person giving a very entertaining dance feature of three or four turns. In addition there were special pictures showing Mrs. Castle in the latest fashion display and the result was that the Allen was crowded every afternoon and night for the entire week. The box office receipts must have been

very gratifying, and according to rumors prevalent in this city, the astute George cleaned up a small fortune on the show.

At the Capitol the new management signalized its first week of office by putting on a fashion display in addition to the usual first run feature. Here, one of the leading department stores of the city put on a four act sketch in which the latest in suits, gowns and hats were paraded in apparently limitless variety and on living models. This was reinforced by clever films of fashions through the ages showing that a certain distinctive type had always more or less remained.

College Playhouse, Toronto And Capitol, Guelph, Secure Dentlebeck Equipment

The College Playhouse Theatre, Toronto, after being closed for decoration and alterations to the building, will reopen again in a few days, with two new Simplex Projectors and other projection equipment, which is being supplied by Mr. C. A. Dentlebeck, of the Canadian Theatre Supply. The Capitol, Guelph, have also installed the same projection service.

Mgr. T. J. O'Rourke Takes Over St. John Theatre

A change has taken place in the management of a St. John Theatre, recently the Star Theatre, in the North End of St. John. T. J. O'Rourke of the Gaiety and Palace, has taken over the management. This theatre is a well established family theatre, and has a large number of patrons. The policy will remain the same as at present for some time at least.

Ernest Shipman Obtains Exclusive Pictures Of Tut-ankh-amen

Ernest Shipman announced this week, that he has closed a deal whereby he controls the exclusive rights throughout the United States and Canada, for the pictorial record of the discovery and exploration of the tomb of King Tut-Ankh-Amen. The world-wide interest created of recent months by this important archaeological revelation suggests that Shipman has landed the sensational "scoop" of the year in film circles.

The negative is now on the high seas, bound for New York, but advance notices from Europe declare the pictures to be remarkable, not only for their historical and educational value, but for their wealth of beauty and pageantry as well. The principal characters brought to view in the film are Lord Carnarvon, Lady Herbert, the Queen of Belgium and Howard Carter, the latter being the American archeologist, who is accredited with having carried on the work of exploration when all previous efforts seem to have failed.

Discussing his prize, Shipman says: "You can add about twenty millions to the normal national moving picture patronage, and you will have, I believe, a conservative estimate of the attendance that these pictures will induce. From scientists and students of research to curiosity seekers, all will undoubtedly flock to see this 'picture of the hour.' Anticipating this vast volume of business and to cope with the demand, we are prepared to order at once, upon the arrival of the negative, no less than 300 prints."

Mgr. J. Kennedy Allen's, Regent, Ottawa Special Service For Patrons

Jack Kennedy, manager of Allen's Regent Theatre, Ottawa, Ontario, arranged special service for patrons and others during the recent world's series professional hockey matches between Ottawa and Vancouver, B.C. teams, when he had a direct wire bulletin service to the Regent on the scores. Not only were these flashed on the screen at intervals or otherwise announced, but the results were given over the telephone to all who called up the theatre. Many took advantage of the telephone service, while the theatre itself was crowded on match nights to see the show and to get the returns.

EXHIBITORS

Have You Sent in Your
Subscription?

\$2.00 - - - 52 Copies

PURSEL, OF LYRIC, KEEPS UP EXCELLENT WORK SENDING IN HIS FILM REPORTS

"Rags to Riches," Wesley Barry, Warner Bros., Regal. Reels, 7. Condition of film, story and title, good. Play dates, Monday and Tuesday. Remarks, a good picture, one in which Barry is not the whole thing. Support excellent.

"A Woman's Sacrifice."—Vita-graph. Reels, 5. Story poor. Condition of film, and title, good. Play dates, Wednesday and Thursday. Remarks, this might go all right in some places, but a very poorly constructed picture. Star goes around with hat off in snow storm, and silk stockings. My audience still kidding about it.

"Just Tony."—Fox Film. Tom Mix. Reels, 6. Story, great. Condi-

tion and title good. Remarks, great, this picture ought to go big anywhere.

"Over The Hill," "Queen of Sheba," "Yankee In King Arthur's Court." Fox. Remarks, Bought these three pictures, although late, they were in good condition, except "Yankee in King Arthur's Court." They are a box office tonic, and cleaned up for me.

"Without Compromise." Tom Far-num. Fox. Reels, 6. Story, old stuff. Condition of film and title good. Remarks, star uses his eyebrows too much and dozens of unnecessary close-ups of him. If your audience is not too critical it will go over, but it will be comedy to an intelligent audience.

F.B.O. CLASSIFIES STARS' LETTERS NEW YORK STATE LEADS

WHAT State takes the silver loving cup for raising the greatest number of dyed-in-the-wool movie fans? Film Booking Offices of America undertook a big job when it started to classify all the letters reaching their rostra of stars, and discover once and for all the country's banner movie state. Five F.B.O. stars, Ethel Clayton, Jane Novak, Harry Carey, Johnnie Walker and Carter DeHaven, were selected, and requested to submit the number of notes and requests for photographs received by them, both at the studios and at their home address.

After weeks of labor, the decision was rendered. For volume, New York State stood head and shoulders above all competitors, the letters being almost evenly divided between the men and women stars. But in comparison with its size, the tiny District of Columbia, showed the best record of hero worshippers, with California, the homeland of the movies, running a close second. Illinois showed its partiality in beautiful women by giving Miss Clayton and Miss Novak a large majority over the men. Florida proved its sense of humor by allowing the F. B.O. comedian, Carter DeHaven to walk away with the honors. Delaware preferred photographs of Miss Clayton and Miss Novak, and Connecticut fans were impartial, each star receiving practically the same number of votes.

Of the foreign countries it is evident that the Philippine Islands contains the most movie fans. They surpass

even England by thirty per cent. and Cuba by fifty per cent. From faroff China came a total of 93 letters during the four months of the test. Ireland sent thirty requests for photographs, largely to Miss Clayton and Miss Novak. The vivacious Johnnie Walker received three of the fifteen letters from Alaska. Communication from movie fans in every country on the globe were received, Soviet Russia and the Balkan states alone excepted. Singapore demanded twelve photographs of Harry Carey, and ignored the other F.B.O. stars entirely.

Imperial, St. John Running Spelling Contest Universal's "Buffalo Bill"

The Imperial Theatre is running a Mis-spelled word Competition for children, in connection with the Universal Serial Buffalo Bill now showing at the Imperial. Prizes are given for the first and second solutions of the words mis-used or mis-spelled in the ad.

H. Beaman, Formerly Mgr. Bijou Dream In Insurance Business

Mr. H. Beaman, formerly well-known in the film world, and for some time manager of the Bijou Dream, Digby, Nova Scotia, has spent some weeks in St. John. Mr. Beaman is now connected with an insurance firm.

Christie Signs For First Bungalow At Exposition

The Christie studios have signed up for Bungalow Number One, where producing companies are to have exhibits at the American Historical Review and Motion Picture Exposition here during the month of July.

The space is the first studio reservation to be made, and it is expected that practically every film organization will have an exhibit in the grounds at Exposition Park, where all phases of motion picture endeavor will be represented. The motion picture exhibits will, however, not be the only ones, for many reservations are being made daily by foreign countries, especially by the South and Central American Governments.

Capt. F. W. Goodale Speaker Lion's Club

Capt. F. W. Goodale, manager of Loew's Theatre, Ottawa, was the chief speaker at the dinner of the Lions Club of Ottawa, which was held in the Chateau Laurier, Tuesday evening, March 20th, the subject of his address being "Aeronautics." Capt. Goodale, who was one of the pioneer balloonists in the United States, before he linked up with Loew's Theatre enterprises, emphasized the remarkable progress which had been made in flying during the past 16 years by describing personal experiences. Capt. Goodale served in the American Air Force during the Great War and was the first one to make a test of the U.S. Army parachute. On one occasion he dropped 600 feet in 5½ seconds before his parachute opened. This was about as fast as he ever wanted to travel.

"Robin Hood" To Show At Capitol, Montreal Publicity Campaign Big

R. K. Evans, Canadian General Manager of United Artists, visited Montreal, and reports everything satisfactory. The next big show of this exchange, following the great hit scored by "Tess of the Storm Country," will be "Robin Hood," which is due for release at the Capitol on the week of April 8th. People are already beginning to talk of it. Thanks to the big publicity campaign that is now commencing to be put over.

"Beyond The Cross Roads" Showing Strand, Montreal

Equity Picture Corporation report that they have released "Beyond the Cross Roads" to the Strand Theatre, and the Independent Amusement Circuit in Montreal.

'THE DANGEROUS AGE' PICKED MODEL EXAMPLE OF ORIGINAL STORY

THE Palmer Photoplay Corporation, out in Los Angeles, are using John M. Stahl's production, "The Dangerous Age," produced by Louis B. Mayer, and released by First National as a model in screen story construction, and have sent out letters to 10,000 photoplay students to see the picture, and in towns where it has not been played, to urge the exhibitors to show it.

The Palmer people declare that "The Dangerous Age" is an outstanding argument in favor of the original story for screen production, and since this organization teaches scenario writing, its students are naturally interested in a picture that was not based on a book or a play.

Thomas H. Ince, Rex Ingram, G. Gardner Sullivan, Rob Wagner, J. L. Frothingham, James R. Quirk and Allen Holubar are on the advisory council of the corporation.

E. Fred Franklin, of the photoplay organization, has sent the following letter to Mr. Stahl, who selected and directed "The Dangerous Age":

"From our viewpoint as unqualified champions of the original story for screen production, your picture, "The Dangerous Age" is a splendid piece of photodramatic art.

"So inspired are we by the exceptionally fine handling of an original story we are sending in a letter to approximately 10,000 students of the screen, many of whom are Palmer students, our urgent request that they see the picture and request its showing where it has not already been booked."

"The Dangerous Age" played the Allen Theatre some weeks ago.

"Mayer-Stahl production, released by Assoc. First National, and which includes Cleo Madison, Ruth Clifford, Edith Roberts and Lewis Stone, is about the best picture dealing with the problems of married life which I have seen."

"The picture abounds with situations which are as convincing in their realism as they are amusing and entertaining."—Digest Review issue of February 17th.

MOTION PICTURES IN CONNECTION WITH ST. PETER'S CHURCH, ST. JOHN

A NEW Auditorium has been built in St. John, where motion pictures will be shown in connection with St. Peter's Church. This hall, which was finished recently, has a seating capacity of eight hundred people. It was opened with an amateur production of "Forty-five Minutes From Broadway." And "Pilate's Daughter," a sacred play, is to be given there.

The Auditorium is well equipped, the lighting system, electrical effects costing \$8,000.00 to install. The stage

is 28 by 30 ft., and has every modern appliance.

Four very up-to-date stage sets have been painted by Fred Stringer, the artist of the Imperial Theatre. These are beautifully designed and executed in the artistic manner which marks Mr. Stringer's work.

A motion picture booth, complete in every detail, is ready for use. Pictures of an educational nature will be shown here.

LOS ANGELES CRITICS PRAISE THE 'MAN WHO PLAYED GOD'

THERE is no reason why the story of "The Man Who Played God," with George Arliss, should not be of interest, for it has several themes, any one of which would be ample for the ordinary picture," said the critic for the Los Angeles Record, when this United Artists release was shown recently at the California theatre, to good box-office business. "George Arliss has a way of speaking with his hands, elbows, shoulders, feet and back, which makes him one of the most eloquent exponents of the silent drama."

"The Arliss charm works marvels in this picture and so infuse his scenes as to make them outstanding," said the reviewer for the Examiner. "The supporting cast make good dispositions of their respective parts.

"The master of effective pantomime, George Arliss, has made a somewhat conventional plot for the screen live in remarkable fashion in "The Man Who Played God," said the critic for the Evening Express. "Some of the photographic shots were most unusual and artistic, and the direction much above the ordinary."

J. M. Franklin

Visitor To St. John

J. M. Franklin, of Halifax, lessee of the St. John Opera House, was in St. John recently.

Burpee & West

Secure Tutankhamen

Films For Release

In conjunction with Ernest Shipman, the world's rights on Tutankhamen pictures, have been acquired by the Burpee and West Film Exchange, Montreal, and will shortly be released throughout the Dominion. It is stated that these pictures of the world-famous excavations in the Valley of the Kings exceed anything so far shown in detail and in picturization of the astonishing scenes incidental to the great discoveries near Luxor, Egypt. Ernest Bowman, representative of Burpee and West in the Maritime Provinces, has recently been on a sale trip there and reports that "The Man From Glengarry," "The Rapids," and "Glengarry School Days" are making a great hit in that territory.

Drug Pictures Popular

Throughout Quebec Province

Drug pictures are getting to be all the rage around this town. In addition to "The Great Menace," which Harry Kaufman has released at the St. Denis for an indefinite run with a flourish of trumpets in the press and with the support of the Committee of Sixteen and other morality bodies in this city, there comes also "Determination," which is booked solid in the Quebec and Maritime provinces. This is a Burpee and West release and has had its initial release and success in Montreal.

Christie Studio Shown

In Paramount's "Hollywood"

The Christie studio is shown in Paramount's new picture, "Hollywood," now being directed by James Cruze. This famous comedy studio is right around the corner from the Famous-Players-Lasky studios, where "Hollywood" is being produced, and was the first studio in the now-famous Hollywood section. Incidentally the Christies have released "Hazel From Hollywood" with Dorothy Devore, which is earning laughs through kidding the movies in general.

Satan's Paradise
Canada's First

BOOSTERS FOR CANADA'S MOVING PICTURE TRADE PAPER RECENT SUBSCRIBERS TO DIGEST

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G. T. Fowles, Lux, Banff, Alberta.

C. E. Walker, Bijou Dream, Wigley, N.S.

J. L. Stewart, Victoria, Saskatoon, Sask.

Frank W. Goodale, Loew's, Ottawa, Ont.

United Artists Corp., Film Theatre Building, Winnipeg, Man.

Associated Screen News of Canada, Montreal.

George Khattar, Khattar's, Sydney, N.S.

Assoc. First Nat., 162 Union St., St. John, N.B.

Joseph Cohen, Classic, Toronto.

F. R. Fraser Briscoe, Gaiety, Courtenay, B.C.

Ed. Wykes, Princess, Schrieber, Ont.

E. F. Hughes, Community Hall, Lureland, Sask.

P. W. Mahon, Strand, Prince Albert, Sask.

R. W. Helmer, Regina, Sask.

F. G. Planchot, Planchot, Prinney, Sask.

F. H. Rosser, Sherbrooke, Sherbrooke, Sask.

A. M. Sterman, Princess, Portage La Prairie, Man.

Geo. Taylor, Temple, Wallaceburg, Ont.

E. J. Oneill, Broadway, St. George, N.B.

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Frederick Guest, Empire, Hamilton.

Wilfrid G. Rupay, Griffin Theatre, Woodstock, Ont.

B. K. Moore, Moore's, Grimsby, Ont.

Lyceum, Wingham, Ont.

A. H. Pepper, Community, Mada-waska, Ont.

W. J. Singleton, F.-P. Film Service, Montreal, Que.

A. Malcolmson, Memorial Hall, Cowan, Man.

Luce's Press Clipping Bureau, 56 Warren St., New York.

Geo. A. Balsdon, Vitagraph, New York.

H. M. Bowman, F.B.O., New York.

Have We Your Subscription?

W. G. Sturgis To Manage Crescent Palace, Toronto

W. G. Sturgis has resigned his position with Educational to manage the Crescent Palace, Toronto. The opening week will see the presentation of Tom Mix in "Arabia." Fox. "The Storm," Universal. "The Steeple-chase," Educational, and Assoc. First National's "Oliver Twist."

Nelson Hooper Joins Staff Universal, Montreal Eddie Heiber Back

Nelson Hooper, formerly of the Regal Films, has joined the staff of the Universal Film Exchange, as Short Product Manager. Eddie Heiber, another member of the staff, will be back again next week, after spending three months commencing with a honeymoon and ending with severe illness from which he has now recovered. Never mind Eddie, life's one continual honeymoon if you use the Coue philosophy.

Jake Berman Sid Taube To Handle Ont. Sales. F.B.O.

Jake Berman, formerly with the Regal, has resigned from that organization to handle the sales in Ontario, in conjunction with Sid Taube, of the F.B.O. attractions, distributed through Educational.

Eddie Charlton, Manager Russell, Ottawa, Resigns

Eddie Charlton, formerly with the Princess Theatre, Montreal, and a veteran Canadian theatre manager, has resigned as manager of the Russell Theatre, Ottawa, after having charge of that theatre for five months or more.

Sidney Making Farce "Take Your Choice"

The Christie organization is working on a fast farce comedy for Educational, featuring Bobby Vernon, under the direction of Scott Sidney. The new film will be called "Take Your Choice," and is by Frank R. Conklin. Five leading ladies are in the picture, including Charlotte Stevens, Duane Thompson, Natalie Johnson, Margaret Cloud and Gladys Baxter.

Irene Castle, Allen Montreal, Breaks Records

Irene Castle's engagement at the Allen, Montreal, concurrent with her release, "Slim Shoulders," is reported to have broken all records at that theatre.

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You must show the BEST and BIGGEST pictures. You must make them know that you've got real entertainment for them EVERY evening—pictures they will talk about among their friends—and help you add to your patronage.

GEORGE ARLISS

And the pictures in which he stars are real business builders for any exhibitor. People who see him once come back for more. Rout your stay-at-homes by showing such George Arliss features as

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"FURY"

Several months ago First National electrified the distributing field with the release of a series of exceptional pictures, such as "The Eternal Flame," "East is West," "Lorna Doone," "Oliver Twist," "Brawn of the North" and others. These pictures set a standard unequalled in the annals of motion pictures—a standard First National is working from and proposes to keep on working from. And high as it is, we firmly believe it will be immeasurably improved.

No speech or written words of ours can impress you like the smashed box-office records of theatres throughout the continent.

Look around you and see what the fellow who plays First National Pictures is doing—not on one picture but on everyone he plays.

The First National Trade Mark represents an endless chain of box-office successes—it represents one policy—one thought, to help you operate your theatre successfully.

John M. Stahl's
"THE DANGEROUS AGE"
with
LEWIS STONE

Edwin Carewe's
"MIGHTY LAK A ROSE"
with
DOROTHY MACKAIL



March 31st, 1923.

Vol. 14, No. 46

CANADIAN MOVING PICTURE DIGEST

What's the Matter With Canadian Showmanship?

If houses seating from 1500 to 2000 persons can gross from \$10,000 to \$20,000 a week in the United States why are many of the largest Canadian Theatres losing money?

-- we refer to cities of the same population
-- to theatres charging the same admission prices -- we refer to theatres in the United States playing FIRST NATIONAL PICTURES and who are properly selling fine entertainment to the public.

TORONTO, CANADA,
MARCH 31st, 1923

MERMAID COMEDIES

"PEST OF THE STORM COUNTRY" With LOUISE FAZENDA

A
JACK WHITE
PRODUCTION

From EXHIBITORS HERALD

Pest of the Storm Country (Educational)

You've seen burlesques and burlesques, but you haven't seen nothin' yet, until you see "Pest of the Storm Country." It's a Mermaid, made by Jack White under the direction of Robert Kerr, and it's a wow!

It has Louise Fazenda, Harry Gribbon, Jack Lloyd and some other Mermaid funmakers in it, and all in all is about the funniest thing that has been produced by this or any other company.

Louise has a persistent lover, who plays various musical instruments, rain or shine, and hangs around her cottage door. Finally, one night, when an awful storm comes up, she invites him to stay all night, and while she's fixing the spare room in the shed he runs home for his pajamas. Not new. No. But funny. And such a storm. Twice as many trees fall as in "One Exciting Night" and the wind blows twice as hard. Louise's pet dog just floats through the air at the end of its leash. There are plenty of laughs in this two-reeler. Our advice is to hop out and get it. And advertise it.



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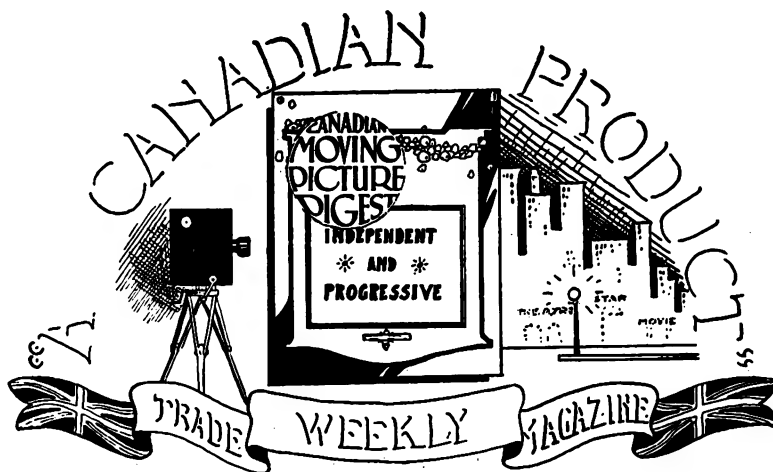
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A. LEWIS

Business Manager

VOL. 14, No. 49

TORONTO, CANADA

MARCH 31st, 1923

"Caught With The Goods"

A FEW weeks back I was requested to attend a meeting at which several representatives of Exchanges, and two Toronto exhibitors were present. The proceedings were typical of a trial, the accused were the exhibitors, the Exchanges, directly interested, the prosecuting attorney, the other Exchanges, jurors, and one other Exchange heard the evidence, officiating in the capacity of judge.

It appeared to be a trial without bias, fair, orderly and straight to the point. The accused exhibitors pleaded guilty and offered to abide by the decision of this improvised court. The crime was dealing unlawfully and fraudulently in films. In plainer language, the exhibitors were accused, and pleaded guilty, to "hawking" films, that is using a film at their theatre and doubling this film with another house, the other house doing likewise in regard to films it booked.

The plea of the exhibitors was that they received no remuneration from each other for this exchange of films, it was simply done to stimulate business by giving their patrons an extra big show. The fact, that this exchange of films cut off one half of the revenue of this exchanged film, from its distributors, did not occur to the exhibitors. One must naturally conclude that if Dash Film plays Dash Theatre No. 1, and also plays Dash Theatre No. 2 on the interexchange system, the Exchange which handles this particular film, receives its revenue from Dash Theatre No. 1, but since Dash Theatre No. 1 has given Dash Theatre No. 2, the use of this film also, it will not be possible for the exchange to sell this film to Dash Theatre No. 2, since his patrons have already seen this film, even though it has not been advertised.

If this system was introduced to any great extent, you can readily understand what revenue the Exchanges would be "cheated out of," and although this is an ugly phrase, nevertheless, such business methods are nothing more nor less than "cheating" and "stealing." In addition to the dishonest phase of the proposition, it is not fair to the other exhibitors, who are obliged to give the programme which they can afford to give to their patrons, while their competitor "steals" his business by "cheating" an exchange out of an extra film. It is not fair to the exhibitors who are obliged to pay a good price for a film, which another exhibitor has managed to crookedly get for nothing. It is not fair to an exhibitor in the same neighborhood, who books this particular film, advertises it, only to find that, despite the fact that it is a good pic-

ture, it has not drawn any business, because it has been shown in that district by another exhibitor who is working under the "exchange system." Above all things, such dishonest dealing is a menace to the exhibitors' position in the Picture Industry and reflects discreditably upon them all. How can exhibitors agitate to have fair contracts, a live and let live policy, when some of their members are doing the very things which they are complaining of in regard to Exchanges?

During this investigation many other exhibitors' names were mentioned as indulging in this same practice. The exhibitors, who were "caught with the goods," mentioned a few names, but said they would not give evidence. It may not be necessary for them to testify, by the same method by which they were caught, so may these other exhibitors be caught and the consequence is not only dishonorable, but could result in the exhibitor losing his theatre license, because of his manipulation in a business, Film Exchange, contrary to his theatre license. In addition to this legal aspect there is another legal phase, an action can be brought against the exhibitor by the Exchange for "fraud."

Let this be a warning to those who have deliberately or thoughtlessly indulged in this "hawking" of films. It does the Picture Industry no good to get into the lime-light for dishonest or fraudulent actions, but if this condition goes on, the Industry will be forced to suffer such publicity as may result from legal action, which I am told will unquestionably take place, after evidence gathered following this warning. Several names are on the list, it is not my purpose to publish them, although I am acquainted with them. There has been so much unfair play in this business, every angle of it needing a more honorable and equitable outlook, that exhibitors should not be made the "scapegoat upon which the Industry shall hang all its vices," driving this goat into the wilderness as was the Biblical custom, as a sacrifice for the transgressions of all. However, if the exhibitors are willing to be the "goat," no one will be able to save them from that sacrifice which they will bring down upon themselves, therefore to those exhibitors who have not been playing the game, according to the finer standards of business, I say: "Stop this 'hawking' of films, or I shall be obliged to publish the names of those who are not only suspected, but "caught with the goods."

—RAY LEWIS

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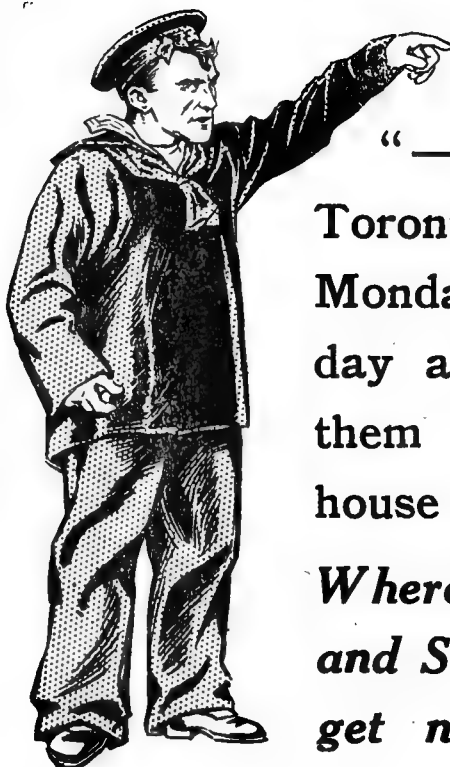
**“A Sister
to
Assist’er”**

This is

“ALF”

The’ero of Jutland

Bosom pal of
Admiral Jellico



“—Opened at Pantages,
Toronto, in Holy Week. On
Monday, Tuesday, Wednes-
day and Thursday packed
them in while every other
house in town was [starving.

*Whereas on Good Friday
and Saturday you couldn’t
get near the Pantages.”*

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BRIEF SUMMARY GOLDWYN ACTIVITIES MERGER WITH COSMOPOLITAN PLAYS AN IMPORTANT PART

CHANCES are that few persons, even those most closely connected with motion pictures, have realized the tremendous activity and the impressive program of the Goldwyn Company during the past few months.

The biggest single development, of course, is the recent distribution merger with Cosmopolitan Productions.

Directors, now either making pictures or getting ready to make them on the lot, include: Clarence G. Badger, the Hugo Ballin production unit, Charles Brabin, Tod Browning, Emmett J. Flynn, Lambert Hillyer, Rupert Hughes, the Marshall Neilan producing unit, Victor Seastrom, Erich Von Stroheim and King Vidor.

Stories now being picturized include: "Ben Hur"; Edgar Wallace's "Captain of Souls"; the late Frank Norris's great realistic American novel, "McTeague"; to be called "Greed"; Balzac's "The Magic Skin"; Sir Hall Caine's "The Master of Man"; the greatest light opera comedy success ever known, "The Merry Widow"; Edward E. Rose's dramatic success, "The Rear Car," to be called "Red Lights"; Karel Capek's dramatic success, "R.U.R."; Elinor Glyn's "Six Days"; Hardy's "Tess of the D'Urbervilles"; the stage success, "Three Wise Fools," and many others, and with more to come.

The newly augmented Goldwyn stock company includes such outstanding players as Mabel Ballin, Eleanor Boardman, Hobart Bosworth, Mae Busch, Helene Chadwick, Richard Dix, Ted Edwards, Raymond Griffith, William Haines, Jean Haskell, Cecil Holland, Kate Lester, Lucine Littlefield, Frank Mayo, Patsy Ruth Miller, Conrad Nagel, William Orlamond, Aileen Pringle, and Claire Windsor.

This does not include the great players employed outside of the regular stock company, among whom are Barbara Bedford, Noah Beery, Lew Cody, William H. Crane, Robert Edeson, Louis Fazenda, Rockcliffe Fellowes, Tom Gallery, Claude Gillingwater, Corinne Griffith, Dagmar Godowsky, Gibson Gowland, (specially brought from England), Jean Hersholt, Mary Jane Irving, Barbara LaMarr, Bessie Love, Helen Lynch, Wallace MacDonald, Robert

Mack, Anna Q. Nilsson, Marie Prevost, John Sainpolis, Milton Sills, Joan Standing, Blanche Sweet, Rosemary Theby, George Walsh, Johnny Walker and many others.

This is not taking into consideration that the list of authors includes: Rex Beach, Henning Berger, Katherine Newlin Burt, Donn Byrne, Sir Hall Caine, Elinor Glyn, Peter B. Kyne, Alice Duer Miller, Frank Norris, Barry Pain, Austin Strong, William Makepeace Thackeray, General Lew Wallace, Rita Weiman, Anzia Yesierska, and Honore de Balzac and others, or

That the editorial department is in charge of June Mathis, as editorial director, one of the prominent writers of the screen, and that associated with her are Carey Wilson as associate editor, Katherine Hilliker and H. H. Caldwell as title editors; Marion Francis Lee as manuscript editor; Katherine Kavanaugh as scenario writer; and Harriett Morris, in charge of the library and research work. Distribution in Canada through Famous-Players Film Service.

Mischa Bernstein Closes Key Centres, Maritime "Down By Sea in Ships"

Every key city in the Maritime has been closed for Hodkinson's feature, "Down by the Sea in Ships," by Mischa Bernstein, Hodkinson Maritime representative.

W. C. Dippie Joins Hodkinson

W. C. Dippie, son of the well-known C. R. Dippie, is now Hodkinson sales representative out of the Calgary office. Mr. Dippie is better known in film circles as "The Clean-up Kid."

Five "Better" Features April Releases Announces Universal

Universal announces the release of five strong five-reel features during the month of April. These releases will be in addition to the April Jewel release, which is scheduled as "The Abysmal Brute," a stirring film drama of the prize ring, adapted from Jack London's famous novel. "The Abysmal Brute" is a Hobart Henley production and has Reginald Denny, star of "The Leather Pushers," as star, supported by Mabel Julienne Scott and a strong cast.

"Game of Life" Breaks Globe Record Ran Two Weeks

The English production, "Game of Life," broke all house records at the Globe Theatre, Vancouver, running two weeks. It closed Saturday, March 24th.

J. Plowright Visits Vancouver and Interviewed By Our Correspondent

Entrance of the big Hodkinson independent film corporation into Vancouver, is indicated by the presence there of J. L. Plowright, who is arranging for the presentation of the great super-picture, "Down to the Sea in Ships." This corporation, some time ago, placed "Cameron of the Mounties" in one of the local houses.

In "Down to the Sea in Ships," Elmer Clifton, its producer, has given an astounding piece of realism that is having a tremendous run in eastern cities. Mr. Hodkinson is the first man to successfully oppose the film trust, Mr. Plowright says. He also was the first sponsor of big all-evening picture shows with orchestras. In the days of the "nickel" shows, when he predicted motion picture shows at high prices, he was laughed at. Today some shows in New York, with the added orchestral attractions and artists, demand as high as \$5 a seat. The Hodkinson corporation also handles the Literary Digest films.

Gladys Brockwell Signed "The Hunchback Notre Dame"

Gladys Brockwell, one of the most popular screen stars has been added to the impressive cast supporting Lon Chaney in "The Hunchback of Notre Dame," the Super-Jewel being made from Victor Hugo's novel at Universal City.

She will play the mother of Esmeralda, the gypsy dancer, who is impersonated in the picture by Patsy Ruth Miller. The role is dramatic and has great emotional possibilities. It is felt that Miss Brockwell can be expected to realize them to the fullest extent.

Wallace Worsley, the director, aided by Perley Moore Sheehan and E. T. Lowe, Jr., the adapters, as well as by Chaney, are taking extraordinary measures to assure that every character of the fifteenth century classic will be reproduced faithfully in the screen version of Hugo's book.

E. A. Brown Leaves For Maritime

The Eastern District manager for Hodkinson, E. A. Brown, has left on an extended trip through Quebec and the Maritime Provinces.

"Dough and Dynamite"

A Great Keystone Comedy

A New Edition by

Syd Chaplin

with new art titles, new posters, new lobby display of startling originality and freshness by Tony Sarg, Harriet Meserole and other well-known artists.

Charles Chaplin

is at his funny best in this picture. Not cheap. But sold on a **business basis** that makes a profit all around.

TRI-STONE PICTURES, Inc.

H. E. AITKEN

OSCAR A. PRICE

565 FIFTH AVENUE, NEW YORK

CHAPLIN IN 'DOUGH AND DYNAMITE' MAKES HARDENED CRITICS LAUGH

CRITICS of all the leading papers in the motion picture industry gathered yesterday in New York, to view the reconstructed "Dough and Dynamite," which has been wholly re-titled by Syd Chaplin.

Film hardened though they were, these men tittered—then laughed aloud time and again as the two reels of rollicking Keystone fun unrolled

themselves. Charley Chaplin was never funnier; the amazing dignity and seriousness of purpose in his face, as his hands and feet prepared themselves for all manner of slapstick nonsense, was irresistible.

The titles are a show in themselves. It seems incredible that so much can be added to the interest and amusement in a two-reel comedy as Syd

Chaplin has added to this one. Somebody said: "Syd Chaplin is as funny in the head as Charley is in the feet."

Messrs. Aitken and Price have introduced just the right kind of spirit behind the presentation of these comedies.

In lobby display and billboard material they have taken the same care and made the same elaborate preparation that has in the past been connected with the bringing out of big new productions. Tony Sarg has outdone himself in a Keystone poster and the fashionable studios have been invaded for the work of artists never before known in the business. The drawings by Miss Harriet Meserole are delightful in line and color, and as funny as Chaplin himself.

Loew's Roof Garden Gives Preview Thursday "The Greatest Menace"

Under the auspices of "The Committee of Sixteen," an organization formed in Montreal, to combat the drug traffic and commercialized vice in Canada, a private view of "The Greatest Menace," described as "a graphic picturization of the evils of the drug traffic," was given at Loew's Theatre Roof Garden, Thursday afternoon, March 29th. Mr. H. A. Kaufman was present representing the "Committee of Sixteen."

Exports To Canada Positive Film \$97,094

Washington reports a total of 11,271,151 feet of positive film for January, valued at \$460,809. About 20 per cent. of this positive film was exported to Canada, 2,125,892 feet, valued at \$97,094.

England is considered the best market for both sensitized unexposed films and negatives.

National Board Review Select Three Features For Star Promotion

The National Board of Review selected Assoc. First Nat. "The Isle of Lost Ships," Paramount's "Bella Donna," with Pola Negri and Goldwyn's Hugo Ballin production of "Vanity Fair" as the star attractions for last week.

"Robin Hood" Campaign At Capitol, Vancouver Should Break Records

"Robin Hood" opens at the Capitol Theatre, Vancouver, the week of April 2nd. Manager Ruffner has been putting over an advertising campaign that certainly should assist the box office. This picture should break house records at the Capitol.

The Newest and Best English Super-Features are Coming to Canada

REGAL FILMS, LIMITED, is proud to announce that through an arrangement with the Welsh-Pearson Company of London, England, foremost of the British Motion Picture Producers, it has secured the EXCLUSIVE CANADIAN DISTRIBUTION of all the Super-Features starring

Betty Balfour

Miss Balfour's name is as much a household word throughout the British Isles as Mary Pickford's is on this continent. One or two of her earlier pictures have already been shown in Canada, and have proven real box-office attractions.

There will be Six New Super-Features

The first is now in transit to Canada. These are going to prove real money-getters for Canadian Exhibitors. Watch for future announcements regarding these productions. It will be worth while.

**These Greatest of English Features will be sold
at Prices entirely commensurate with their
Box-Office value to Canadian Exhibitors**

REGAL FILMS LIMITED

Toronto Montreal St. John Winnipeg Calgary Vancouver

RAY LEWIS FILM REPORTS

SHORT AND FULL LENGTH FEATURES

"Pest of Storm Country." Christie Comedy. Educational. Louise Fazenda, so good looking that she cannot make herself homely. A travesty on "Tess of Storm Country." Full of surprises, amusing thrills and hokum. Will make them laugh.

"A Race of Hearts." Paramount. Agnes Ayres, Theodore Roberts and Richard Dix, could put any picture over. Excellent acting. Story on type of "Across the Continent." Excellent program picture.

"Safety Last." Regal Pathe. Harold Lloyd's latest. Most amusing. Stunts great, especially fly-climbing episode, a positive thriller. Lloyd a real-honest-to-goodness comedian whose individual work registers without any outside trimmings. This picture should get the business. A novelty laugh-provoker.

"The Bohemian Girl." Harley Knowles. English Production. Canadian Releasing Corporation. A cast which could not be excelled for acting and for box office names. Read them and then take note and "go the limit" on dignified and convincing publicity.

Ellen Terry, whose appearance on the screen aroused the audience to applaud. Gladys Cooper, English beauty, actress par excellence. Ivor Novello is as handsome and aristocratic as an Appollo. An artist who does not have to depend on his good looks. Constance Collier as the

"Gypsy Queen," her reputation for artistic interpretations challenges rivalry. The artist who played "Devilshoof," presented an excellent characterization. Big picture. One of the very best English productions and can favorably compare with America's best. Should please universally and draw not only usual business, but extra distinguished patronage.

"No Luck." Hamilton Lloyd Special. Educational release. One of Lloyd's very good ones. Original and entertaining. Very worth while.

"Trophies of a Screen Chase." Produced by B. E. Norrish. Associated Screen News. Universal Release. Everything from a bee to a buffalo, in close-ups and long shots. Beautiful photography. Excellent short subject for any house.

"Me and My Gal." Welsh-Pearson English Production. Famous Players Film Release. Betty Balfour star. Very attractive and very clever artist. Will make hit in America. Cockney comedy. Amusing and novel enough to get the money and is getting it, if exhibitor's reports are the register of box office receipts.

"The White Flower." Paramount. Betty Compson, star. Very lovely and artistic. Hawaiian atmosphere. Pleasing because of star's magnetic personality. Settings picturesque, well produced, good program picture.

ARTHUR COHEN WIRES REGAL

HAS SECURED BONANZA PICTURES

BETTY BALFOUR'S BIG HITS

B28 MO SN 25 CABLE
LONDON MARCH 31, 1923

PHIL KAUFMAN
REGAL FILMS TORONTO
CANADA

HAVE JUST CLOSED DEAL
WITH WELSH-PEARSON COM-
PANY. GREATEST OF ALL
BRITISH PRODUCERS FOR
SERIES OF THEIR LATEST
AND BEST PRODUCTIONS

STARRING BETTY BALFOUR
STOP PICTURES ARE ALL
SUPER-SPECIALS AND
SHOULD PROVE A BONANZA
FOR CANADIAN EXHIBITORS
STOP FIRST THREE FEATURES
WILL GO FORWARD AT ONCE
OTHERS AS FAST AS MADE
STOP CONSIDER THIS THE
BIGGEST DEAL REGAL HAS
EVER PUT OVER.

ARTHUR COHEN.

Coming!

"Diana of the Crossways"

Adapted from

Owen Meredith's Celebrated
story, starring
Fay Compton.

Toronto Daily Star

Calls Vitagraph's "Four
Seasons" Best Ever

The Toronto Daily Star, after seeing Vitagraph's "The Four Seasons," said it was the finest picture they had ever seen. What more can exhibitors want?

First National Announces Its Spring Releases

There seemed to be no let up or waning of the quality of picture entertainment which First National announced for distribution last fall.

The pictures announced for Spring release equal if not surpass that great line-up of box office attractions which were a slogan in First National advertising in this paper as "seventeen straight box office attractions without a failure."

The list of pictures scheduled for the coming three months is as follows: Richard Barthelmess in "The Bright Shawl," Norma Talmadge in "Within the Law," Douglas MacLean in the Thomas H. Ince production, "The Man of Action," Edwin Carewe's production of "The Girl of the Golden West," Katherine MacDonald in "The Lonely Road," Richard Walton Tully's production of "Trilby," James Young's production of "Wandering Daughters," Constance Talmadge in "Dulcy," Jackie Coogan in "Toby Tyler," Frank Borzage's production, "Sands of Time," and Dorothy Phillips in the Allen Holubar production, "Slander the Woman." It is probable that several more will be added to this list.

The Castle's Publicity A Distinctive Feature

In presenting Guy Bates Post in "The Masquerader," the Castle Theatre at Guelph, added to their advertisement the following (we pride ourselves on being the best judges of "The Better" photoplay entertainment in town, and we stake that reputation on "The Masquerader"). It is a production so near perfect that a detailed description is a waste of time). In glancing through the clippings from Guelph press, on Castle attractions, we must compliment the management on the admirable way in which attractions are presented to the public.

Among the recent pictures, whose success was augmented by attractive display advertisement and interesting reading matter were "The Song of Life," and "Lorna Doone," Associated First National features. "A Front Page Story," and "Ninety and Nine," Vitagraph releases.

The Castle also make it a practice of advertising their entire program, in this way acquainting their patrons with what they may expect to see in addition to the feature which might possibly not appeal as a single attraction.

Coming!

Laddie Cliff in
"THE CARD"

By Arnold Bennett.

REGAL FILM MAKES SCOOP SECURES LATEST ENGLISH FEATURES

At last Canadian exhibitors are to have their wishes gratified, so far as British pictures are concerned. Several of these have recently been offered them, and they proved very popular with the Canadian public and brought the exhibitors good returns.

A cable just received from Arthur Cohen, vice-president of Regal Films, Ltd., who has been spending several weeks in England, conveys the information that he has just closed an arrangement with the Welsh-Pearson Company of London, the greatest of the British producers, whereby Regal Films will distribute all the new super-features starring Betty Balfour. The first of these has already been made, and are now en route to Canada. The others will come over as fast as they are produced.

Betty Balfour is the Mary Pickford of Great Britain. In the British Isles her name is a household word. As an actress and a screen artist she is without a peer. Pretty, winsome and with natural ability, she brings to the screen all those charms so much admired by motion picture "fans" everywhere.

The productions in which she will appear are all super-features and have

been acclaimed the best ever produced in Great Britain. The first one to be shown in Canada, probably, will be the picture that just now has all London talking about it, "Squibbs, M.P." This will be followed by "The Tip Toes," another dramatic triumph, after which will come what is hailed as the greatest production of them all, "Nell Gwynne," a picturization of the famous novel and stage play of the same name.

Each of the productions will be sold entirely on its merits as a box office attraction. The demand for British pictures by the public is growing greater each day. The patronage bestowed on a few that have been shown in Canada, has shown that they are appreciated, and now this line of latest productions, with England's greatest star in them, should make these pictures real money-getters for exhibitors and at the same time give the people an opportunity to see English pictures at their best. No longer need England fear competition. She has mastered the art of picture technique, and now with the enormous picture capital which has been placed at her disposal, her new pictures can take first place with the best productions we have had.

ROBERT STEVENS VISITS TORONTO REPORTS PICTURES AND THEATRE

ROBERT STEVENS, of the Stephen Theatres Limited, visited Toronto, and was interviewed in the Hodgkinson office of Famous-Players, where he said "Bob" was angling for "Down By The Sea in Ships," and other Hodgkinson pictures. Incidentally, Mr. Stevens reported the opening of the Espanola Theatre, Espanola, Ont. The cost of same, \$40,000, seating capacity, 425. A four-piece orchestra has been installed. Of the pictures he has recently played, Mr. Stevens has the following to report:—

"The Hottentot." Madge Bellamy. Douglas MacLean. Associated First National. Story and title of picture, good. Remarks: A knockout. Absolutely the biggest box-office bet of the year. 100 per cent with every

audience. The best, Assoc. First National, have ever released.

"Tess of The Storm Country." Mary Pickford. United Artist. Story and title and condition of film, good. Remarks: Good for any audience. The best Mary Pickford has ever made. Can't help but please. Book it if you want a sure, good thing.

"Manslaughter." Paramount. Condition of film, story and title, good. Remarks: A great picture and cast. None better. Went over big.

"Mighty Lak a Rose." Assoc. First Nat. Edwin Carewe. Good all the way through. Remarks: Better than "Humoresque," "The Miracle Man," "Over The Hill." Pictures are now booked for the Espanola, and the Regent, Sudbury.

Allan Holubar Signs With Metro To Produce Four Features

Allan Holubar has signed a contract to produce four pictures at the Metro Studio. It has not yet been decided whether Dorothy Phillips will be starred.

Two English Big Features Soon To Be Released

"THE CARD," with Laddie Cliff, and "DIANA OF THE CROSSWAYS," with Fay Compton. Wait for these!

Big Exploitation By Winning On "The Third Alarm"

Manager Victor Winning, of the Dominion Theatre, Vancouver, put over a big exploitation campaign on "The Third Alarm," which he recently played to fair business.

A tie-up with the local fire department included a run by No. 1 fire hall, which was filmed and shown along with the feature. The staff, ushers, doorman, ticket sellers, were garbed in fireman's helmets and rubber coats. Manager Winning only recently took over the management of the Dominion, and he is after the business with good campaign efforts which are bound to bring results.

Congratulations To I. H. Allen Was Married Thurs., March 22

Our congratulations to Manager I. H. Allen, of the Globe Theatre, who was married Thursday afternoon, March 22nd, at Vancouver, to Miss Sophie Lyons, of Winnipeg. Miss Lyons was attended by her sister who accompanied her to the coast from Winnipeg. George Serreth, well-known to the film fraternity on the prairies, was best man. The popular young couple, after a brief honeymoon, will take up their residence at Vancouver.

Mgr. K. Keltie Visitor At St. John Remodelling His Theatre

A recent visitor in St. John was K. Keltie, who talked in an interesting manner, regarding his new theatre in Yarmouth. The remodelling of this house is going on splendidly, and it is expected that it will open the middle of May. Mr. Keltie was warmly welcomed by many St. John friends.

Russell Theatre, Ottawa Last Legitimate Theatre Succumbs To Pictures

The Russell Theatre, the one legitimate theatre of Ottawa, the Canadian Capital, will have a "season" of special moving picture attractions starting after Easter. A series of both American and English productions have been booked for presentation at the Russell Theatre, under the direction of John T. Moxley, lessee, who was formerly manager of Allen's Regent Theatre, Ottawa. These include "The Game of Life," "A Royal Divorce," "A Little Child Shall Lead Them," "The Christian" and others.

Exhibitors
Your Opinion on Pictures,
Please.

Canadian Universal

acquires the Canadian Distributing Rights on

The Box-Office Sensation

in Screen History

H. A. SNOW'S

Hunting Big Game in Africa

with Gun and Camera

Direct from its Record Breaking Run of 11 Weeks
at the Lyric Theatre, New York, at \$1.65.

A Thrilling Motion Picture Record of Man's Battle with Wild Beasts of the Jungle

Instead of road-showing this stupendous production in legitimate theatres, UNIVERSAL gives every exhibitor a chance to scoop in on the cream which it could have retained for itself. It will be released at once as a UNIVERSAL SUPER-JEWEL Production.

Exhibition Rights for Sale in All Cities of Canada

Write or Wire Your Proposition immediately to

CANADIAN UNIVERSAL

277 Victoria Street

TORONTO

UNIVERSAL CHIEF PREDICTS UNUSUAL BUSINESS OBSERVATIONS GENERAL

THE picture business had a bad summer last year, but it's going to have a soft summer this year, says Carl Laemmle, president of the Universal Pictures Corporation. All indications point to an unprecedented summer success for the country's theatre owners, and box office results far in excess of those experienced last summer, he writes.

The Universal chief's predictions are based upon actual figures supplied to him by the Universal sales force and by a corps of investigators who have spent the last few months making an intensive survey of the industry so that Universal might be prepared to meet the demands of the photoplay public six months or a year hence.

"The surest sign of better business is advanced booking, and according to the reports which are being sent to me from New York, the advance booking on Universal pictures, from Jewels right through to one-reel comedies, has never before been touched. An exhibitor is not going to book his house through the summer unless he has a pretty good hunch things are going to break right for him. In other words, he must be optimistic.

"It is of particular note that there has been a large increase in the number of complete program bookings. This means that the exhibitor recognizes the value of a well balanced program assured in advance. Of course Universal is particularly situated in this respect, as the Weekly Universal release gives an exhibitor a well selected, balanced program, which can be adapted for any type of house.

"However, the full program booking idea is of special summer significance, as was definitely and successfully proved last summer by Universal and our exhibitor patrons. Believing that many houses which might have to close up because of poor business, might be saved by a reduction of the overhead accessory to a continual selection and arranging of programs, I took steps to help out during the depression period.

"By special arrangements, entire programs were put at the disposal of exhibitors under extremely favorable conditions, and other facilities were extended to the exhibitor to aid him in keeping the wolf from the door. This experiment proved to be highly successful. In hundreds of cases it turned losses into gains, and in many more cases, it enabled the exhibitor to hold his own and keep his house lighted and his patronage intact.

"In Universal, we have decided that

there is no such thing as a summer slump in pictures. Our summer programs are just as strong and stronger than our releases at any other period of the year. We believe that the public will be just as interested in seeing a good picture in June or July as it is in December or January.

"Following out this belief, Universal will release pictures of the highest quality during the coming six months. Our Jewel program will see the release of such strong super-pictures as "Bavu," "The Abysmal Brute," and "Your Good Name." Our five-reel features will include, from the last week in April until the middle of August, sixteen of the strongest attractions that Universal City can turn out. They will be made with such stars as Hoot Gibson, Herbert Rawlinson, Gladys Walton, Roy Stewart, and others.

"Our short subjects for the coming months are much stronger than ever before. The "Third Leather Pushers," six new rounds of two reels each, are being made especially for the summer trade. Our serial department, newly re-organized, will have "The Eagle's Talons," and two other life-savers in release for the lame box office during the summer months.

"Thus, it can be seen that Universal is going to extra measures to provide extra good product for the coming months. This is for two reasons. One is to give to the exhibitor who may be hard pressed, an unusually strong line of attractions, and the other is because I am confident that it's going to be a soft summer and that good pictures will be greatly in demand by the picture loving public.

G. Khattar Sends In Picture Reports

"The Black Cat." Universal. Gibson. A good Western. Story good. This picture should please any house big or small. Our audience claim that this star is better than Tom Mix. All I say is, book it.

"Shirley of the circus." Fox. Shirley Mason. The best picture that this star has ever made. Good business for ten days. Done twice as much business than I expected. Don't let this picture pass your nose if you can help it.

"Referee." Regal. Good picture. Done fair business. No fault of the picture. This picture had our audience out of their seats. Something I haven't seen for a long time. Book it if you can get it, and you'll be making no mistake.

G. KHATTAR,
Mgr. Khattar Theatre,
Whitney Pier, C.B.

"No Wedding Bells" Cited in Appeal Against Censorship Law

At the hearing before the legislature on the repeal of the censorship law, Larry Semon's "No Wedding Bells" was cited as one of the pictures which had suffered ridiculous cutting at the hands of the censors. In the picture, a broad comedy, Larry is a disappointed suitor, and he lays down on a railroad track to end his life. Of course, the train rushes past on a switch. This sequence was cut under the objection that it was "inhuman."

Exhibitors!

Your opinion on pictures, please!

CANADIAN EDUCATIONAL PUBLISH LIST OF CURRENT RELEASES FOR CONVENIENCE OF EXHIBITORS

COMPLYING with several requests which have come in to the Digest from exhibitors asking that exchanges publish their list of releases, at least monthly, Educational published this list in the issue of March 24th:

The 1922 series include 13 Two-reel Mermaids; 11 Campbells; 12 Torchys; 2 Punch; 24 Christie; 6 Toonerville; 4 Selig York (3 for Ontario); 5 Northwest Mounted Police Dramas; 11 Bruce Scenics; 4 Chester Outings; 9 Wilderness Tales; 6 Ollendorf

Sketchiographs; 5 Camera Classics, and the Special, "How To Grow Thin."

The 1923 series include one reel releases of 10 Wilderness Tales; 6 Earl Hurd; 24 Cameo Comedies; 20 Lyman H. Howe's "Hodge Podge"; 20 Two Reel Christie Comedies; 13 Two-reel Mermaid; 6 Lloyd Hamilton two-reel Specials; 15 Two-reel Sherlock Holmes, Three Specials, "Man vs. Beast," in two reels; "The Enchanted City," one reel, and "The Message of Emile Coue," in two reels.

CHRISTIE TELLS OF HONOLULU MOVIES FLOURISHING IN ISLAND

"NEARLY two thousand miles from Los Angeles, and in one of the U.S. possessions, which the average person thinks of as a dreamy, romantic land, it does the average picture man good to see the brilliant motion picture theatres, with their air of modernism, unequaled in most of our American cities," said Al Christie, who returned recently from a picture-making tour to Honolulu.

In Honolulu there are two big new picture theatres, the New Princess, owned by Wiley Mather, who is on the island, together with Kahn and Greenfield of San Francisco, and the Hawaii, operated by Joe Cohn. There are also the States, the Liberty, Strand, Empire and Kaimuku, playing pictures exclusively, but the two first mentioned are the largest and compare favorably with any theatres in Los Angeles.

Our company was welcomed wholeheartedly by the Honolulu picture interests. The New Princess has been playing our new pictures and had just played "Let 'er Run," featuring Dorothy Devore, who was with us, and were to play "Chop Suey" the following week, so Miss Devore appeared at the theatre and was given a royal welcome by the public.

Honolulu, with its gigantic commercial enterprises, warehouses, banks and every aspect of city life, resents being known for the "Hula" dances,

which have done so much to advertise the Hawaiian Islands. And when the residents of the city learned the title of our comedy was "A Hula Honey-moon," that didn't take so well with the enterprising city boosters, among whom there are none more keen, even in California. However, we explained that in the American mind the thought of Hula dancers in connection with Hawaii will never become disassociated, any more than Pittsburg and smoke and stogies, although there are no doubt more prominent things in the latter city than either stogies or smoke.

Edward A. Smith, formerly with the Kinema Theatre, in Los Angeles, is local manager of the New Princess Theatre, in Honolulu, and he told me of the keen interest of the native, non-English speaking element in our American pictures and our players. They watch the comedies with appreciative interest and get all the points of laughter regardless of titles or occasional American provincialisms which may at times creep into the pictures in spite of our continued effort to make them international in theme. (Meanwhile Canadians are looking forward to a visit from this energetic and epoch-making Canadian producer of comedies, with the hope that he may find a suitable inspiration for the production of one of his very merry comedies on Canadian soil.—Ed.)

LABOR, FARMERS AND EXHIBITORS OPPOSING DAYLIGHT SAVING MEASURE

A DELEGATION of exhibitors from all parts of Pennsylvania, visited Harrisburg, Pa., in order to protest against the Daylight Saving Measure, which was before the legislature. Arrayed with exhibitors were farmer and labor leaders, who represented the union forces of the state.

In favor of the measure were bankers, sporting goods manufacturers and church authorities. The Daylight Saving debate was most

spirited. Reading, pa., however, despite the fact of the state-wide agitation, will not "tinker with their clock," adhering to standard time. During the last municipal election, the Daylight Saving Measure was made a political issue and was defeated at the polls. Toronto, Ont., will have an opportunity to vote on this measure in January. It was reported at the Harrisburg assembly that this pernicious measure resulted in a loss of many millions of dollars to various industries.

"The Counter Jumper" On Worth-While List

Parent-Teachers' Assoc.

The Parent-Teachers' Association of Kansas City, Mo., have placed Larry Semon's "The Counter Jumper" on its list of worth-while films. The association makes up a "white list" of film plays upon which it has passed approval.

Coming!

"DORIS IN FAIRYLAND"

Featuring

Canada's Loveliest Child,

Doris Hyde.

Mgr. J. F. Spickett Palace, Juneau, Alaska, Books Fifty First National

"The people of Alaska are just as keen picture fans as you will find anywhere in the U.S., and, like the people in the states, they don't want any more 'shooting gallery' photoplays. They are willing to wait quite a time to get the high class plays, but they don't want the out-of-date ones. They read the latest books and newspapers and know what is going on."

So declares J. F. Spickett, owner and manager of the Palace Theatre, Juneau, Alaska, who has made the long trip from the gold country to New York, for the purpose of finding the right kind. As a starter he has booked fifty of First National's finest pictures, including "Oliver Twist," "The Hottentot," Richard Barthelmess in "Fury," and John M. Stahl's "The Dangerous Age."

The slump in mining has injured business in the far north, according to Mr. Spickett, who says that exhibitors must have high class pictures to bring the people out at all. "Because of the closing of some of the big mines," he declared, "the population of Juneau had decreased from 5,600 to 2,500 since the end of the war. Fishing, canning and government offices provide most of the industrial activities of the southern Alaska cities."

Back in 1896, Spickett took a minstrel show to Alaska and brought the first pictures up there in 1906. In 1912, he built the Palace, which seats 640. Music is an important part of his shows.

Picture Interests Gain Fight Against Daylight Saving Measure

The Judicial General Committee of the Pennsylvania State Senate, on March 14th, reported favorably and with a special recommendation, without amendment, the Derrick bill, which would prohibit any city, county, borough or other municipality of the state from passing local ordinances prescribing other than standard time in their respective localities. Milwaukee has a Time League, sponsored by exhibitors and other interests opposed to Daylight Saving. In Baltimore the question is to be voted upon in May.

Satan's Paradise
Canada's First

MOVING PICTURES AND EDUCATION AS DAVID GRIFFITH SEES IT

(Exclusive To The Digest.)

"I look for the greatest progress and development of the future in the moving picture industry to be made along educational lines. It seems to me that untold opportunities exist to use the old familiar movie to unfold to the masses the fundamentals of an education and while some little progress has been made along this line I do not feel that much has been done in comparison to what will be done in the years to come.

The moving picture at first was looked upon as a novelty because they moved. That attracted and held everybody for a time at least. Later they were looked upon as purely to amuse but I think I see a change in the attitude of people, and now there seems to be a sentiment to make of them something bigger and better and greater than simply a means of amusement.

It must be remembered that the moving picture has made the public think less and want to learn more through the eye rather than through the printed word. It seems to be a growing fact that people are picking up far more education from their daily attendance at the movies than they are from reading books, newspapers and magazines. And that single fact leads me to hazard the guess that it won't be long before this will be taken advantage of and the moving picture will be developed along educational lines.

However, I do not look for very much progress until the subject is taken up by the government and backed in some way by officialdom. A subsidy seems to be distasteful to people in this country, so it is doubtful whether they would ever stand for that sort of help from the government, but there are lots of ways in which

the government could help this development work and it is absolutely necessary if moving pictures are to be developed along educational lines.

It might be well to make myself clear as to what I mean by educational moving pictures. I do not mean the cold, uninteresting, dry reels that one might suppose, but reels which would combine interest with education, a sort of sugar coated affair, if one would call it that. The world is full of history and science that could be done most interestingly in moving pictures and which would not be dry one bit. Little bits of the history of different races, some law of science explained in an attractive way, some information about a foreign country, an exposition of contemporary life all furnish material for untold possibilities in the making of educational moving pictures.

Outside of the use of such pictures in the schools in the teaching of the subjects included in the courses, also there is the use that such pictures could be put in regular moving picture programs. It would take art, imagination, patience and money to produce the right sort of pictures, but the opportunities are there and I believe that the big developments of the future in the moving picture field will be along this line. Education of a practical sort is receiving more and more attention at the hands of the world, and there is no reason why the moving picture industry should not take up the good work and contribute its share to the progress that is being made and that will continue to be made in the years to come."

Mr. Griffith is at present at Miami, Florida, producing "The White Rose," an United Artist Release. "Will the movies supplant the newspapers?" another interview with Griffith, will be published in our issue of April 7th.

DOES NOT REGRET PAYING THE PRICE FOR 'THE CHRISTIAN'

Cole's Theatre,
Bellevue, Alta.
March. 23.

Famous Players,
Calgary.
Dear Sir:

We found "The Christian" a wonderful production, pleased hundred per cent. Splendid cast. In fact, a production that gives prestige to the

screen. The rental was a little too high for a town of our size, made it hard for us to get much out of it, nevertheless, we do not regret paying the price. We worked hard to put it over, was more than compensated by the high praise we received from our patrons.

Yours truly,
W. J. Cole.

Mary Pickford to Build Theatre in Hollywood

Mary Pickford and Douglas Fairbanks, in conjunction with Joseph Schenck, Sol Lesser, Sid Grauman and West Coast Theatres Inc., officials, which includes Adolph Remic and the Messrs. Gore, will erect a theatre in centre of Hollywood, the approximate cost to be \$1,000,000. The theatre is to present legitimate drama with only an occasional film presentation. It is reported that the theatre should be completed before the new year.

Toronto Editor Laments That Whole Bill Is Not Advertised

The fact that the entire bill of entertainment of picture shows is not sufficiently advertised to let the public know what they are going to see is the basis of an editorial which appeared in the Toronto Star Weekly recently.

This unfortunate fact was stated in connection with a discussion of censorship and is incidentally an argument in favor of advertising all short subjects.

The editorial says in part: "Most people who go to the picture houses, do not know what it is they are going to see. They know the house; they have been in it before, and they go again, expecting to be entertained. Even if they know the name of the main film, or the name of the movie star, they do not know what other films are to precede it."

"It is not fair to the public that this condition should exist. When it is a fact that frequently a comedy is enjoyed by a large percentage of the audience more than the feature itself it is only right that the public should know in advance what the supplementary pictures are."

Will Hays Welcomes Belasco To Films

Mr. David Belasco, who has consummated a contract with Warner Bros., whereby he will supervise and co-operate on the production of Belasco successes, has been welcomed to the screen by Will Hays.

"It is indeed a great source of gratification to have Mr. Belasco identified with our wonderful industry," was Mr. Hays's welcoming address, "and I am sure every member of the industry is proud to have him with us.

In this respect thanks are due to the Warner Brothers for their splendid achievement in having Mr. Belasco join our great medium for the enlightenment and entertainment of humanity."

Subscribe To The Digest
\$2.00 a Year.

J. STEWART BLACKTON WRITES IS 'BACK HOME' WITH VITAGRAPH

J. STUART BLACKTON, responsible for some of the very finest English costume pictures, released under the trademark of "J. Stuart Blackton Photoplays Limited," in which Lady Diana Manners and Georges Carpentier were starred, is "back home" with Vitagraph, but here is a little autobiography which is interesting and illuminating:

"In March, 1896, while on the staff of the New York Evening World, I received an assignment from the City Editor to interview Thomas A. Edison, and get a story about the wonderful new invention called the vitascope.

That was my introduction to motion pictures.

A few months later I gave up my newspaper job, and together with a chum, one Albert E. Smith, started in the moving picture business.

That was the inception of the Vitagraph Company of America.

Throughout all the years since 1896, I have been actively engaged in producing motion pictures. I have always retained my one-third interest

in the Vitagraph Company, and now, after five years of independent producing in the East, in California, and for two years in England, I have returned to my old office of vice-president of the Vitagraph Company.

This renewing of old ties and associations means to me much more than a mere business deal. Vitagraph is my old home. With Albert E. Smith and "Pop" Rock, I helped to build its foundations. I was with it through its years of astounding success. It is the only one of the old line pioneer companies still actively and successfully working.

It's a grand old name is "Vitagraph." The training school, the Alma Mater of hundreds of famous people in all walks of motion picture life. Vitagraph has a great and an honorable past. I believe it has a still greater and more successful future in store for it, and I am very happy and proud to be able to write and tell you that I am 'back home' again.

Yours very sincerely,

J. STUART BLACKTON.

Winnipeg just run it through the machine.

Let exhibitors boost good pictures, anybody's good pictures; let them advise their fellow exhibitors to lay off the fizzles, anybody's fizzles; let them get together in one big family of correspondents for the mutual benefit of all; let them direct their efforts to their own business but assist the fellow exhibitor in a selection of pictures that will allow them to say: "Good Morning," to the bank manager.

First National desires to go on record as welcoming this central selective buying of box office attractions, knowing full well the consistent quality of its productions.

Yours very truly,
Associated First National.
C. J. APPEL,

Exceptional Cast Appears "This Way Out" Educational Mermaid Comedy

Jack White is working an exceptionally good cast in the Educational Mermaid Comedy, "This Way Out," now in the course of production at the United Studios. Supporting Lige Conley is Mack Swain, formerly with Sennett; Ruth Hiatt, Lloyd Hamilton's leading lady, who has been loaned temporarily to White; Billy Armstrong, who has been playing leads in Sunshine Comedies, and Sunshine Hart.

Hugh Fay To Direct Sixth Educational-Hamilton

Lloyd Hamilton has engaged Hugh Fay to direct the sixth Educational-Hamilton Comedy of the present series for Educational release.

Fay is responsible for the production of two of Hamilton's previous successes of the present series, "The Speeder," and "No Luck." Since the last of these, he has been directing Bull Montana in several comedies for Metro. The forthcoming comedy will be his eighth for Hamilton.

FIRST NATIONAL GOES ON RECORD WELCOME CENTRAL SELECTIVE BUYING THROUGH DIGEST FILM REPORTS

Miss Ray Lewis,
Editor, Motion Picture Digest,
27 Jarvis St.,
City.

Dear Miss Lewis:

As publicity mouthpiece of Associated First National Pictures of Canada, please let me congratulate you on your efforts to interest theatre managers in submitting film report to the Canadian Moving Picture Digest.

Let me add further to your appeal by citing to exhibitors the value of the other fellow's idea as to quality of entertainment. A good picture in Glace Bay, N.S., is a good picture in Calgary, Alta. That old bunk of, "Well, it might have been a hit in Ottawa, but it died for me in Winnipeg," is answered by the simple statement that the fellow in Ottawa sold it to the public while the fellow in

CANADIAN DISTRIBUTORS OF—

Motigraph Projectors

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**EVERYTHING
FOR
THE
THEATRE**

NOTICE—CAREFULLY—NOTICE

Please note the following change in prices applying from April 1st, 1923, to our 1923 catalog:—

1. Arc Controllers, Peerless. Price of \$125.00 each should be \$175.00 each. (Page 12.)
2. Simplex Repair Parts. (Page 23.) Are now subject to an increase of 20% on U.S. list price, effective on Feb. 15th., 1923. Thus, a Simplex part; formerly listed at \$1.00 in the United States, now lists at \$1.20, and sells in Canada for \$1.80.
3. Cable, Perfection. (Page 19.) Number 4 should be 35c per foot, and Number 6, 25c per foot.

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FRED E. HAMLIN PRESENTS

The EX-KAISER IN EXILE

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and Now!

**HODKINSON
PICTURES**

Camera men
succeed after
years of cunning
and trickery in
penetrating exile
of fugitive war
lord of Germany
in Holland xxx

Life and
scenes behind
barbed wire
guarding 20-
acre "empire"
are at last
revealed to
the world xxx

**ONE OF THE GREATEST
SENSATIONS of the YEAR!**

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ASSOCIATED FIRST NATIONAL PICTURES

respectfully requests the pleasure of
your presence at a screening of its first
personally produced picture

"MIGHTY LAK A ROSE"

at any theatre in which it may be shown
or at private screenings in ex-
changes.

Your approval and decision to contract
for it will immediately be given when
you have seen it.

Theatres everywhere will extend the above
courtesy, and we earnestly urge exhibitors
throughout the country, who are clamoring for
box-office attractions, to see this fitting successor
to "Over The Hill" and "Humoresque."

One Policy - - - - One Thought
to help every exhibitor operate his
theatre successfully.



April 7th, 1923.

Vol. 14, No. 47

CANADIAN MOVING PICTURE DIGEST

Our greatest salesmen are those exhibitors who are sending in reports on First National Pictures to this and other Trade Papers.

Gentlemen! We thank you



TORONTO, CANADA,
APRIL 7th, 1923



Christie Comedies

Are Always
Finding
New Fields
For Fun

Whether it is One of
Christie's Famous Satires, Like

"HAZEL FROM HOLLYWOOD"

Or a Straight Farce Comedy, Such as

"SECOND CHILDHOOD"

You know Christie Comedies
will give your patrons
something original
to laugh about

**NATIONALLY
ADVERTISED**



Canadian Educational Films Limited Toronto, Montreal, St. John
Winnipeg, Calgary, Vancouver

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Coming Soon

"A SURE FIRE BOX OFFICE CLEAN-UP"

The Idol of the London Music Halls

Laddie Cliff

*The Best English-made Comedy ever Offered
to Canadian Exhibitors*

"THE CARD"

A Breath of the Old Country with its
Types, Locations and Bubbling Humor

Written by

ARNOLD BENNETT

Produced by

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**Canadian Educational
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HODKINSON PICTURES



Short Subject Releases

- (13) BRAY ROMANCES, one reel
One every Four Weeks
- (13) BRAY ANIMATED COMEDIES, one reel
One every Four Weeks
- (52) FUN FROM THE PRESS, Compiled by
Literary Digest one reel
One Issue Every Week
- (6) DAYS AFIELD WITH ROD AND GUN,
One Issue every Eight Weeks one reel
- (4) TRIART SERIES, two reels
One every Four Weeks
- (13) ALL STAR COMEDIES, two reels
One every Four Weeks

Special

THE EX-KAISER IN EXILE, two reels

W. W. HODKINSON CORP.

Toronto Montreal St. John Winnipeg Calgary Vancouver

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The
**CANADIAN MOVING
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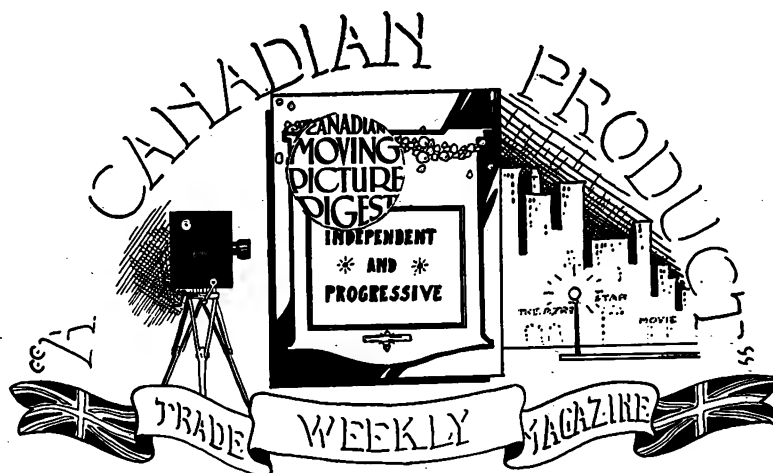
RAY LEWIS

Managing Editor

A. LEWIS

Business Manager

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APRIL 7th, 1923

Protection for Canadian Publications

THERE has been considerable agitation and comment in regard to the protection of Canadian periodicals; and unless one has a concrete idea of the circulation of foreign periodicals in Canada, one might be inclined to wonder what all the agitation is about.

As publishers of a Canadian periodical, and therefore sympathetic toward any fair and progressive movement toward the elimination of unnecessary hardships in making Canadian publications successful, we publish for the benefit of those interested, the following information: H. C. Hocken, M.P., for West Toronto, in presenting his case for the protection of Canadian magazines and periodicals, stated that 15,000,000 U.S. magazines came into Canada yearly; that four U.S. magazines are sold in Canada to one Canadian; that during a period covering about ten years, the value of imported magazines had increased from \$831,000 to \$3,122,000. Mr. Hocken also pointed out that only one Canadian magazine has attained a circulation of 75,000, whereas several foreign magazines exceed that number in Canada. Considering the fact that these foreign magazines have their greatest circulation in their own country, it is not difficult to understand that the ideals and literature of these magazines must of necessity be of such a nature as to appeal to home consumption.

There may be a contention that periodicals and magazines, newspapers should be international in their scope. But are they? The policy of a paper is colored by its editorial view and these reflect the personal opinion of editors. If that editor happens to be a Canadian, a Frenchman or a native of the U.S., the editorial view will lean toward the country which claims the sympathies of the editor.

It would be difficult to find a people who are more fervent and enthusiastic in their patriotism than those who rightfully wave the Stars and Stripes. It is an admirable trait. It would be impossible to find a nation of people who talk more about their country and flag than those who are citizens of the U.S. Another commendable trait and one which Britishers would do well to emulate. Foreign publications, with their foreign editors and writers, catering as we have previously stated, to the aspirations and entertainment of their own people, naturally disseminate ideas which are foreign in those countries in which they have their circulation, outside of their own. To shut the door to ideas, outside of your own country, would leave you in the position of those countries who walled themselves from foreign enlightenment, which they considered invasion. Canada cannot afford to shut out any idea, ideal or human being

out of Canada, providing the ideas, ideals are constructive and the human beings are normal. But a country to allow herself to be absolutely swamped with foreign literature, while her own literature, through this inundation, cannot afford to be "in the swim," in fact finds it difficult to keep its head above water, shows a weakness in those who have the power to see that a balance shall be maintained.

Why should a Canadian advertise in a Canadian magazine, with its limited circulation, when that Canadian can advertise in foreign magazines, and get the advantage of foreign circulation plus Canadian circulation? Where business is concerned men very seldom become sentimental, even over their own country. But if those who have the power would make it just as profitable to advertise in a Canadian magazine, by forcing foreign publications to pay for this business, the Canadian magazines would at least secure a sufficient number of Canadian advertisers to enable them to stay in business profitably, and furnish its readers with material much to their liking, entertainment and education, besides being a propaganda medium for British Institutions.

It has been said that the foreign publications are so much finer in quality and text. English literature has never had any cause for concern as to its quality and text; and has been the model and pattern of the best in letters today. It is still a literature toward which Canadians can turn to with pride. If Canadian Advertisers will but lend their co-operation, for which they will receive a fifty-fifty return, they will find that Canadians are capable of supplying them with papers, magazines and periodicals equally as illuminating and enlightening as the foreign importations, and what is necessarily important in this country, Canadian.

It has been reported that thousands of copies of foreign Sunday papers are dumped into Canada, free to newsboys for distribution. We cannot criticize such determination to achieve success, nor can the publishers of these papers criticize Canadian publishers, who seek to secure some protection from a country of which they are a part. After all the government of a country should act, as parental toward its subjects, as do blood-parents toward their children. Canada should lend every protection to Canadian Enterprise, without, however, losing her vision of tolerance and internationalism.

Mr. Hocken proposes that a duty of 15 cents a pound should be placed on advertising in U.S. publications, or ten cents a pound on the whole magazine. The advertising duty on four leading U.S. magazines would, it is said, alone amount to about \$650,000 a year.

—RAY LEWIS.

SOUTHERN ROMANCE ABOUNDS IN NEW D. W. GRIFFITH PRODUCTION

MOTION picture enthusiasts who recall the delightful countryside scenes in "The Birth of a Nation," "Way Down East," and other D. W. Griffith screen masterpieces, will be interested to learn that this producer is now completing another effort, wherein the major portion of his dramatic denouement moves against a background of distinctively attractive pastoral vistas.

Mr. Griffith is now finishing at Miami, Fla., his latest feature for United Artists Corporation, "The White Rose." It is a story of Southern romance, and all the exterior scenes have been photographed amid the splendor of the unsullied spaces of the Southland, and encompasses the wonderful architecture of the fine old stately mansions of that section in days gone by.

He found his best locations amid that western section of Louisiana, where the people take real pride in keeping their homes, their gardens and their surroundings as nearly resembling the old order of things as possible. In the Bayou Teche country the residents guard the old architecture and

natural surroundings of their homes zealously.

From this Bayou Teche country Mr. Griffith wandered on through Georgia and into Florida, where he found more "Atmosphere" to his liking.

The story in the main, concerns the white folk of the region, and centers about the joys and woe of an orphan girl, her wealthy young sweetheart, an ambitious but poverty-stricken youth and a girl of wealth and social position. It is the old, old story of truth and right conquering over wrong and injustice; of false pride and anger crumbling under the assault of true love, all told in a charming manner and amid irresistible scenic settings.

Among the principal players who will be seen in "The White Rose," are Mae Marsh, Carol Dempster, Ivor Novello, Neal Hamilton, Herbert Sutch, Erville Anderson, Lucille La Verne, Porter Strong and others.

**Subscribe To The Digest
\$2.00 a Year.**

"One Exciting Night" At Allen, Montreal

United Artists will release the big Griffith's picture, "One Exciting Night," at the Allen, Montreal, end of this month, and will then have concluded one of the biggest month's business since the exchange was located in Montreal. They promise other and at least as big attractions for coming months.

Ottawa Film Productions Pay 15 Per Cent. Dividend

Announcement was made at Ottawa, Ontario, on April 2nd, that the Ottawa Film Productions, Limited, had declared an initial dividend of 15 per cent. on the total outstanding stock of \$120,000, derived in revenue so far from the two pictures, "The Man From Glengarry" and "Glengarry School Days," two productions which were made locally by the company. Ottawa Film Productions, Limited, was one of the Canadian companies organized by Ernest Shipman. Announcement regarding the dividend was made by R. H. Pringle, of Ottawa, a local broker.

Selling Entertainment In Small Towns

Is just like selling merchandise. Theatre owners, like merchants, must deal in standard and popularized products—must show the **BEST** and the **BIGGEST** motion pictures obtainable.

United Artists Corporation makes it possible for **YOU** to show the finest picture entertainment and strongest box-office attractions to **YOUR** public.

An occasional good feature isn't enough. You must make your public know you are showing the best pictures—giving 100 per cent. entertainment **ALL** the time. Make your theatre a magnet for the people of your town.

CHARLES RAY'S

Delightful comedy dramas, full of homely wit, true to life every way and everywhere, with a laugh here and a tear there, will satisfy your box-office, your regular patrons and make new customers. Build up your business and add to the prestige of your house with such splendid entertainment as that found in Charles Ray's

"A Tailor Made Man" and "The Girl I Loved"

UNITED ARTISTS CORPORATION

MARY PICKFORD, CHARLIE CHAPLIN, DOUGLAS FAIRBANKS, D. W. GRIFFITH

Hiram Abrams, President

R. K. EVANS, General Manager, Canadian Exchanges
6 Dundas St. W. Telephone Adelaide 6763
TORONTO, Ont.

I. SOURKES, Sales Manager
12 Mayor St., MONTREAL, Que.

B. F. LYON, Sales Manager
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TORONTO, Ont.

C. A. MEADE, Sales Manager
403 Film Exchange Building Telephone N. 8425
WINNIPEG, Man.

A. A. Hixon, Sales Manager
7 Princess Theatre Block, CALGARY, Alta.

Charles Chaplin

in

"Dough and Dynamite"

with posters and lobby display by the famous artists, Tony Sarg and Harriet Meserole.

Completely new, fresh titles that make this screamingly funny comedy **even funnier**—written and inserted by

Syd Chaplin

Here is a picture put out with a dress of publicity and titles that would be a credit to a million-dollar production—and the like of which has never been seen with a comedy.

Not cheap. But sold on a **business basis** that will make money for every theatre it shows in.

TRI-STONE PICTURES, Inc.

H. E. AITKEN
OSCAR A. PRICE

565 FIFTH AVENUE, NEW YORK

Call it a custard pie classic if you like, the things men have laughed at are about the same now as a thousand years ago, and the most sincere and purposeful cave-man got a laugh when he slipped on a banana peel.

The writer was especially impressed with the freshness of the whole production of "Dough and Dynamite." The new prints have been beautifully made on tinted stock and are photographically far finer than anything possible at the time of the original production. An interesting foreword telling something of the history of the picture precedes the main title, and adds attractiveness.

At last we have been allowed a glimpse at the new Keystone publicity. The word "smart" has perhaps been overworked, but it is the only adequate expression for the new posters, lobby display and newspaper advertising that the Messrs. Aitken and Price are putting out.

Tony Sarg is known as top hole in comedy posters; he has done a one-sheet that expresses more comedy than any other one drawing we have seen. But as fine a note has been struck by Harriet Messerole, an artist whose work has never been seen in posters before. She has done a series of caricatures of Chaplin which in the way of seriously dignified ridiculousness are just a step ahead of anything that has ever been looked at here or abroad, so it is reported.

Robin Hood At Auditorium After Capitol Showing

The entire productions of the United Artists Exchange have been sold to the Auditorium Theatre, Quebec, which will play "Robin Hood" after the Capitol in Montreal, has finished showing the film. This picture is also booked at the Park Theatre, Verdun and the Corona, Ste. Hyacinthe.

Mgr. B. Stevens Writes "Kindred of Dust" Plays Return Date

Mgr. B. Stevens, of the Regent Theatre, reports on "Kindred of the Dust" as follows:—

"Kindred of the Dust." An Associated First National. 8 reels. Remarks: Played Regent, Sudbury, April 4th and 5th. It took so well that by popular demand we are getting it back for a return date for another two days, April 25th and 26th of this month. It is the first time in the history of this theatre that we have had a picture twice in such a short interval, and I can recommend it highly to the exhibitors throughout the country."—B. Stevens, Mgr. Regent Theatre, Sudbury.

CHAPLIN FROLICS, 'DOUGH & DYNAMITE' THEY CHUCKLED AND THEN LAUGHED

HALF a dozen of New York's most experienced and thrill hardened critics got together in a projection room on the West Side, to check up a straight comparison between pictures made half a dozen years ago and today's best, on the much vaunted "improvement in the arts."

They went to check up. Not to laugh. Critics don't. But Chaplin in

"Dough and Dynamite" broke up the meeting.

Syd Chaplin's new arrangement, and new titles, which in themselves are extremely funny, had something to do with it; but in the main it was the essentially comic action and expression of Charles Chaplin that did the business. He was so earnest about it all

VINCENT J. McCABE DISCLOSES HOW ASSOC. FIRST NAT. LEAPED FROM 'CELLAR' TO LEAD

READERS of the Digest will be glad to learn that Vincent J. McCabe, until recently Canadian head of Associated First National Pictures, has enjoyed a complete recovery from his recent severe illness and is once more the genial "V. J.", though it must be admitted that at no time did he permit his native optimism and general good spirits to desert him.

Mr. McCabe wants the Digest to tender his thanks to the exhibitors of Canada, who gave him their valuable support during his regime with First National, which, combined with the splendid enthusiasm and team-work of the First National organization, enabled him to make an enviable record for the Canadian territory.

Mr. McCabe found his district in the cellar position in competition with the five districts in the United States, but after steady and concentrated effort conditions gradually improved; and it is a fact worthy of record that at the District Managers' Conference, in August last, it was announced that the Canadian district led all others in five of nine points of efficiency.

From this time progress became more rapid and the end of October found McCabe's organization standing third. At the conclusion of November they were second and after the second week in January, that in which Mr. McCabe severed his connection with the company, following failure to secure leave of absence, the company's official house organ announced that the Canadian crew had reached the top of the ladder, leading all other exchange groups. When the results of the recent salesmen's contest were published it was found that two Canadian representatives finished in the first six in national standing, although, proportionately, one in the first twenty would have been a creditable showing.

"I am making these facts known," said Mr. McCabe, "because a record of this kind can only be attained through the wholehearted support of ones co-workers and the confidence and good-will of those we are serving; and I do not know of a better way to express my appreciation to all concerned than through the pages of the Digest."



VINCENT J. McCABE

Frank Goddard The Famous Boxer in "The Card"

Running away from school in 1908, Frank Goddard joined the army at the age of 12. In 1917 he fought Joe Beckett, knocking him out in 7 rounds. A few years later he fought Curphy for the championship of Great Britain and the Lonsdale Belt, and fought Beckett again, but lost. Since then he has knocked out Victor McLaglen, the two Coghills and Eddie McGoorty.

He was heavyweight champion of Great Britain prior to losing the match against Beckett. He gets an opportunity to exhibit his "punch" in support of Laddie Cliff in the latest English comedy, "The Card," released by Canadian Educational.

HODKINSON PUBLISHES LIST SHORT SUBJECTS BENEFIT OF EXHIBITORS

RESPONDING to the inquiries from exhibitors for the publication of lists of releases, for reference, we are publishing a list of Hodgkinson Short Subjects.

This list appears to be varied enough to suit the demand of all exhibitors who are desirous of booking Short Subjects.

"Fun From the Press," compiled from the Literary Digest, has assuredly caught on and become one of the indispensables on every live program. These stories in all probability furnish many a table with its jests and wit.

"The Ex-Kaiser in Exile," a two-reel special has been receiving some very fine comments.

For "The Triart Series," there has been nothing but praise. Inspired by Masterpieces of art, these Short Subjects are indeed an asset to any bill, for their artistry and the excellence of the product.

"Days Afield With Rod and Gun" have also caught on. The magazine of this name giving these releases the necessary publicity and exploitation. For this season of the year, these Short Lengths should be particularly adaptable.

"Bray Romances," one reel, released one every four weeks. Bray's Animated Comedies, one reel, one every four weeks, and Thirteen All-Star, two-reel comedies complete a very attractive list.

Frank Myers Returns Vitagraph, Toronto, Manager

Following the resignation of Mr. Droy, of Vitagraph, we are informed that Frank Myers, at present manager of Vitagraph's Montreal office, returns to his former position as manager of the Toronto office. The many friends of Mr. Myers will be glad to welcome him back to Toronto.

Leather Pusher Series May Have a Rival Two-Reel Racers

Franco-Canadian film service announce that they are considering a number of two-reel racing films to be called "Saddle and Spur," which they will produce themselves in Canada. This venture will seek to emulate the popularity of "The Leather Pushers."

Ontario Censorship Board Not Concerned With "No Wedding Bells"

In the last issue of The Digest, there was a reference to "No Wedding Bells," a Larry Semon, Vitagraph comedy. The article referred to the attitude of the N.Y. Censorship Board toward this comedy, but through an omission, we forgot to mention that it was the New York Censorship Board which found a comedy situation in this picture impossible. The cutting of this particular situation gave those fighting for the repeal of the New York Censorship measure an opportunity to show wherein Moving Pictures had a justifiable cause for complaint.

Subscribe To The Digest

\$2.00 a Year.

RAY LEWIS FILM REPORTS

FULL-LENGTH AND SHORT FEATURES

"DOWN By The Sea in Ships,"

Elmer Clifton, Hodkinson picture. 8 reels. Story novel, entertaining, enthralling and educational. Four adjectives which this picture more than deserves. Worthy of editorial comment. Pictures of this kind send forth a glory which not only benefits exhibitors financially, but exalts the standing of Moving Pictures one hundredfold. Let us have more pictures of the calibre of "Down To the Ship in Seas," and the Moving Picture Industry will lose its opponents. Exhibitors, here is a picture which I personally guarantee will make you friends and money.

"The Hottentot," Douglas MacLean and Madge Bellamy, an Associated First National success. Production and story excellent. Title also very good. A fast moving comedy which keeps laughs tumbling over the heels of each other. 100 per cent. entertainment. MacLean breezy and pleasing. Madge Bellamy wistful and lovely, youthful and clever. Other character bits excellent. Nothing wrong with this feature, should go over the top for all exhibitors.

"Bella Donna," Paramount, George Fitzmaurice production. Pola Negri's first American-made picture. Adapted from Robert Hichen's world-read story and adapted for the screen by Ouida Bergere. Story differs from Pauline Frederick production in that Bella Donna with Pola Negri is played for sympathy, whereas the former production made the lead an adventurer. The Paramount production is very fine. Settings and atmosphere superlative. Pola Negri's work still gives her an unique position on the screen for artistic expression. The photography appeared to make some of the characters very elongated in some of the scenes. Conrad Nagel, Lois Wilson, Conway Tearle, gave

the star very fine support. Pola Negri could not help but register with such a cast and production, with such possibilities for acting. However, despite the efforts which have been made to make the character sympathetic, you leave the picture very much in doubt as to whether you would like the hungry looking desert beast, silhouette against the background, to consume her leisurely, or that the swarthy skinned Baroudi would send his Ibrahim to rescue her. Pola appears slimmer than ever and very beautiful.

"Hold Tight," Mermaid Educational Comedy, with Lige Connelly. The standard of the Mermaid comedies have certainly improved and this trademark has established itself for short comedies in a very short time. "Hold Tight" is abundantly supplied with comedy thrills, novelty situations and surprises. I always wonder if Connelly has not inherited the "nine lives quality" of the cat, the stunts he manages to live through, look as if they would kill any man, but that one, who lived through the feline inheritance, or a charmed life. "Hold Tight" would make a man, who had forgotten how to laugh, "learn all over again."

"The Card," Ideal Films, English production, released by Educational, features Laddie Cliff. Internationally recognized artist. Story by Arnold Bennett, also internationally known as writer supreme. An English comedy, free from the cockney element. More on the order of "Grumpy." Not that the story is similar, but the comedy is not picked up from the "slums" of London, but reflects the class which strives to be among 'the upper ten.'

Audiences who enjoy a bit of "Old England," will thoroughly enjoy the spontaneous humor of "The Card." A very pleasing and entertaining story, excellent photography adequately produced. Fine cast.

Mgr. Fred R. Pursell Still Going Strong

With Film Reports

"Reported Missing." Owen Moore, Selzick, Regal release. Reels, 7. Title, good. Condition, fair. Remarks, melodramatic story with fast moving thrills and excellent comedy.

"The Woman Conquers." Katharine MacDonald. Associated First Nat. Story, title and condition, good. Reels, 5. Remarks, a good programme picture.

"Divorce Coupons." Corinne Griffith. Vitagraph. Reels, 6. Condition, title and story, good. Remarks, a good programme picture.

"Quincy Adam Sawyer." All-star cast. Metro-Regal. Reels, 8. Condition and title, good. Remarks, a big lot of comedy thrills and hokum that went over, but story very old stuff.

"Missing Millions." Alice Brady. Famous-Lasky. Reels, 6. Story, fair to good. Remarks: This star never gets us anything, but it is a good programme picture.

"The Half Breed." Wheeler Valsman. Assoc. First Nat. Reels, 7. Story, poor. Condition and title, good. Remarks: This should have been good, but it misses fire; and is a very poor picture.—Mgr. FRED. R. PURSELL, Lyric Theatre, Simcoe, Ont.

"The Card" Introduces Well-Known Star, Laddie Cliff

Laddie Cliff, although still young, has been 25 years before the public. While still a lad of 16 he toured the world.

There is hardly a branch of entertainment in which he has not shone, from minstrel troupes to revues, and from "fit-ups" to the latest brilliant show, "The Co-Optimists," which has been running in the West End of London, for nearly a year with Laddie Cliff as star comedian.

As a laughter-maker he is unexcelled, and his work in "The Card," his first appearance on the screen—strikes a new and happy note in English picture production. "The Card" was produced by the Ideal Films and is released in Canada through the Canadian Educational.

Coming!

"Canada's Loveliest Child"

Doris Elizabeth Hyde

in

"Doris in Fairyland."

Filmcraft Product, Directed by
Blaine Irish.

COMMODORE J. STUART BLACKTON PROPHECIES BIG BOOKINGS VITAGRAPH 'MASTERS OF MEN'

COMMODORE J. STUART BLACKTON, who recently resumed his office as vice-president of Vitagraph, sent David Smith a telegram congratulating him on his production, "Masters of Men."

"It is one of the finest sea pictures I have ever seen," the Commodore

said after viewing the film at the Vitagraph studios in Brooklyn. "I have never seen on the screen such realistic sea scenes. David Smith is to be congratulated upon his direction. I predict that exhibitors throughout the country will give "Masters of Men" more bookings than any picture released this year."

MAYOR OF SAN FRANCISCO HELPS ADVERTISE VITAGRAPH'S 'A FRONT PAGE STORY'

"A FRONT Page Story," Vitagraph's special production which has newspaper life in a small city for its background has been getting some unusual publicity and exploitation in the newspapers all over the country by tying the production up with the newspapers themselves, but it remained for J. A. Partington of the Granada Theatre in San Francisco, to tackle the job from an entirely new angle.

He tied the picture up with Mayor Rolph after obtaining his permission.

One of the most important parts of the plot of the picture is the full page announcement in the hero's paper that he would print the truth about John Gorham in its next issue and John Gorham is the Mayor who is seeking to wreck the newspaper. Mr. Partington early conceived the idea that if the 24-sheet poster provided by Vitagraph, which consisted of three lines in block type: "Watch Out For A Front Page Story. The Truth About Gorham," could be made to read: "The Truth About the Mayor," San Francisco would sit up and take notice. The picture was screened for the Mayor and his official family. After the showing Mayor Rolph gladly gave his sanction to the theatre manager's plan.

Mayor Rolph said: "The whole city ought to see it and laugh the way the whole town laughed when the truth about the Mayor in the picture was printed." This statement of the Mayor's was subsequently used in the newspaper advertisements.

Mr. Partington put out 50 of the special 24-sheet posters containing the lines "The Truth About The Mayor," a week earlier than its regular run. A

week previous to the showing he also distributed 20,000 dodgers reading with the same text matter but signed "Edward Horton, 1066 Market St.," that being the address of the Granada Theatre. Horton plays the leading role. This also attracted considerable attention and the police made several calls to the Granada Theatre to find out what it was all about.

The 24-sheet posters and dodgers contained no reference to Vitagraph or motion pictures and remained a mystery until the regular posters were issued shortly before the engagement.

Beginning a week before the showing, Mr. Partington used a series of slides, showing one after the other at each performance, and these helped create interest in "A Front Page Story." They were as follows:

Slide No. 1.—Mr. and Mrs. Public.

Slide No. 2.—Greatest—most wonderful, tremendous, stupendous, etc., are words that are barred from our advertising copy because we want to insure your continued faith

Slide No. 3.—Sometimes we look at a picture and bubble over with an urge to shout its praises from the house tops.

Slide No. 4.—Such a picture is "A Front Page Story." Next week's Granada attraction. I am not going to break our rule about superlatives, but I'll let the leading film critics do it

Slide No. 5.—Motion Picture World. "Exceptionally good comedy drama, distinctly superior capable cast, expert direction."

Slide No. 6.—Motion Picture News.—"There has been no fanfare of trumpets ushering in 'A Front Page Story,' but we are of the opinion

that the company should toot its horn over it."

Slide No. 7.—The Film Daily says:—"A fine clean-cut picture that is real entertainment."

Slide No. 8.—Here are a few scenes from "A Front Page Story," which comes to the Granada next Saturday, February 3rd.

After slide No. 8 was run the trailer from the picture. Then followed slide No. 9.

Slide No. 9.—I personally enjoyed "A Front Page Story" so much that it makes me feel like riding up and down Market Street like Paul Revere warning everyone not to miss it.

I thank you,

J. A. PARTINGTON.

"A Front Page Story" played the entire week of February 3rd.

Cast of Vitagraph's 'Man Next Door'

The production of "The Man Next Door," by Emerson Hough, is proceeding at Vitagraph's Hollywood Studios, and the indications are that the actual production work will be completed in less than three weeks.

The cast of "The Man Next Door" is as follows:—

Curley, the Ranch Owner, Frank Sheridan.

Jimmy Wisner, the Man Next Door, James Morrison.

Bonnie Bell, Curley's Daughter, Alice Calhoun.

Colonel Wright, the Ranch Foreman, David Torrence.

David Wisner, John Steppling.

Mrs. Wisner, Adele Farrington.

Katherine Kimberly, Mary Culver.

Tom Kimberly, Bruce Boteler.

EXHIBITORS—Your Report on Pictures Please

CANADIAN DISTRIBUTORS OF—

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Fulco Theatre Specialties

**EVERYTHING
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Just a Few of the Many Recent MOTIOPHON DE LUXE Installations:

McVickers, Chicago (5)

World, Omaha (3)

Keith's Palace, Cleveland (3)

State Lake, Chicago (3)

Auditorium, Cleveland (2)

Lorain-Fulton, Cleveland (2)

Harmony, Detroit (2)

Senate, Chicago (3)

Majestic, Sheboygan (2)

Royal, San Antonio (2)

Watch This Space For Announcement of Several De Luxe Installations
We Are Now Completing in Canada.

QUALITY COUNTS!!

**PROMPT AND
EFFICIENT
SERVICE**

THE COLEMAN ELECTRIC CO.

21 DUNDAS ST. EAST, TORONTO, ONT.

"COURTESY with SERVICE"

Hermant Bldg.

Main 3890

“MASTERS OF MEN”

by MORGAN ROBERTSON

The greatest picture of the sea ever presented.

A thrilling story of he-men, men who wear hair on their chests, whose veins run hot with red fighting blood!

A blunt, vigorous yarn of a boy's fight upward against overwhelming odds, where fight means a hard fist and prime muscle, high courage and a ready wallop!

Shanghaied! Drugged by crimps and flung insensible into the hell hole forward, where sweating, brow-beaten men live like beasts scourged to their tasks with curses and belaying pin.

The sea! The flavor of salt in the nostrils; the odor of pitch in the air, the snapping of wind-swept canvas crackling like a machine gun; the creaking, singing wood straining as she rides the high waves! All the magic and lure of adventure, the Spanish Main and sailormen!

Love! A timid boy's unspoken dream of his heart's desire; a girl too old fashioned to offer love unbidden; a lad's sacrifice of youth's dearest possession—honor—to protect her from the shame of another's crime; the confusion of bitter misunderstandings that threaten life-long broken hearts!

The Navy's bluejackets! Fighting men; what they think and how they live; their loyalty and cheer and youth, eternal, living, fighting youth! The careless devil-may-care sailorman, incorrigible, loyal; impudent and loveable!

Romance! The sea spells romance. Red sunsets turn green waves to crashing mountains of blood; noon suns spread gold upon the bosom of the sea, gold that beckons and calls to youth to gather its riches; never-ending mirages of golden bowls at rainbows' ends. And, the sea gives no riches; only character and manhood, bitterly squeezed out of its cold, hard business.

Wholesome, clean, healthy! A boy's life of adventure, free from tawdry conflicts and sex illusions, based on fact gathered by one who served among men, who loved men, who admired men and who wished youth to so live that he might become a man! The trash of silly, social temptations has no place in this story of a boy who became the master of the man.

Dick Halpin is the lad you wanted to be; and I wanted to be! He's the fellow we dreamed of, whose fighting courage we envied. He's the boy that assumed another's petty crime and ran away to sea to live it down, that the girl he loved might not be shamed and humiliated by the revelation of her brother's weakness. He's the fellow you and I used to talk about; that lad of strength and honor we built with boyish imaginations up in the haymow, or while idling with a home-made fishin' rod down by the creek. He's your kind and my kind and because we had fathers and mothers to make our way easier we never managed to be him; but we wanted to and we'll live our dreams again with Dick Halpin in this vivid, living story, “Masters of Men.”

A master of men wrote this great sea tale. A man whose life was as hard as the diamonds he cut and who never wrote a line until he had lived beyond an average man's age; a man who took a beating at the hands of a brutal second mate with a smile, and who administered a beating with equal cheerfulness; a man who knew the sea and a sailorman's life; who criticized rightfully Kipling and wrote his first sea tale to prove that a man who knew the sea could write a better story of the sea; a man who earned little by his pen and who starved while he wrote; the greatest writer of sea stories in all literature.

Morgan Robertson, a master of men, wrote the last word in thrilling sea stories when he wrote “MASTERS OF MEN.”

D. W. GRIFFITHS STATES SCREEN WILL NOT SUPPLANT POWER OF THE PRESS

(Exclusive To The Digest).

"OF course no one can foretell just what the future will bring out, as far as the moving picture industry is concerned, because it has grown so tremendously in the few years that it has been an industry that it is liable to surprise even those in the hum of it, but I would be willing to hazard a guess that it will never supplant the newspaper. There has been some dreaming about such an event, I know, but I do not think it is much more than dreaming. Each functions in its own way and the peculiar conditions affecting each would make it almost impossible for the one to supplant the other.

In the first place there is the matter of cost. To properly produce a movie newspaper would mean a far greater expenditure than to produce a good newspaper, as we have known them. Cost I find is a mighty factor in shaping the course of any industry and certainly the movies are not an exception.

But there is an even greater obstacle than cost, as I see it, and that is the element of time. To produce a movie newspaper would require a far greater amount of time than to produce a good newspaper, and so one of the features of a newspaper, namely to give the news, would be wiped out. I am afraid that it is a beautiful day dream but little else to feel that the movies will ever supplant the newspapers as news media.

However, I do look for the growth of what might be termed pictorial movies, which would supplant the magazine features of the newspapers generally. Of late years competition in the newspaper business has resulted in the inclusion within the column of a newspaper of many features and departments which were unheard of a few years ago. Newspapers have almost ceased to be solely newspapers, but have taken on the appearance of magazines as well. All sorts of features, and odds and ends calculated to interest the public and hold them, have worked themselves into the newspaper's pages.

The public, however, because of the rapid growth of the movies are not thinking as much as they formerly did. They like to learn by means of the eye more than ever and so I look for a rapid growth of the movies along this line, a growth that will give to the public the magazine features and odds and ends that are now a part of the big daily newspapers. There are several reels on the market today which are attempts at this. My idea, however, is that the movie pictorial will be a multiple reel affair and will possibly contain news pictures such as are shown in the news reels now on the market and in addition such magazine and possibly educational features as are to be found in the printed and sometimes illustrated form in newspapers.

Thinking along that line I see a big opportunity for someone to pioneer and develop this phase of the movie industry. The marked popularity of the news reel would seem to indicate that such a multiple reel, if properly selected and produced, would be most popular. Certainly it should appeal to the public as much as the same features do in a newspaper.

It may be that in time this multiple reel movie pictorial and magazine, or call it what you will, will become so popular that the newspapers will be relieved of including magazine features in their pages and can return to their original status of being distributors of news. And of course there is the editorial consideration too. Newspapers do have some power as moulders of public thought through editorials and naturally moving pictures cannot produce editorials in printed form because such a thing would be too tedious. So it would seem that regardless of how successful the movies may become, regardless of how popular and startling the changes may be they will never quite take the place of the newspaper. Each I expect, will continue to fill its own little niche in serving the public and preserving life in all its phase."

Montreal Picture Industry Excited Over "The Pilgrim"

The big sensation here in Montreal, in the picture line, is the coming release of Chaplin's latest production, "The Pilgrim," which will appear at Loew's. The Imperial, the Princess and the Midway.

More F.-P. Goldwyns Bringing Big Business

Mgr. A. Moisan, proprietor of the Victoria moving picture house, Quebec, reports big business with "Mad Love," while J. Bernier, of the Auditorium, has been cleaning up with the "Strangers' Banquet."

Mgr. D. C. Brown Awarded First Prize Paramount Contest

Mgr. Donald C. Brown, of Griffin's Theatre, St. Catharines, secured the first prize for Paramount's Canadian exploitation contest for month of March. Mr. Brown showed his showmanship mettle on "Adam's Rib."

Second Prize went to John C. Greene, manager of the Capitol Theatres of Galt, Guelph, Kitchener and Peterboro, for his splendid presentation of publicity for "Thirty Days," which gave these theatres banner business only.

A committee of three awarded the prizes, composed of: G. E. Akers, general manager Canadian Famous-Lasky Film Service; W. D. Ferguson, manager of York and Empress Theatres, Toronto, and G. A. Smith, Paramount exploitation representative. Favorable mention was awarded to the following:—

"Manslaughter" campaign by John Ward, manager of Allen's Classic Theatre, Stratford.

"Adam's Rib" campaign by O. D. Cloakey, manager of Capitol and Savoy Theatres, Hamilton.

"Old Homestead" campaign by Manager Finlay, Monarch Theatre, Medicine Hat.

Campaign on the "Super-39" booklets by J. A. Stewart, manager Princess Theatre, Chatham.

"To Have and To Hold" campaign by Manager Banting, New Dreamland, Barrie.

"Good Provider" campaign by A. H. Pepper, manager Community Theatre, Madawaska.

"To Have and To Hold" campaign by A. Moisan, manager Victoria Theatre, Quebec.

"Manslaughter" campaign by E. Abbey, manager Strand Theatre, Kingston.

"Burning Sands" campaign by Ernie Sanders, manager Star Theatre, St. Thomas.

"If You Believe It, It's So" campaign by G. Newton Wallis, manager Iroquois Theatre, Petrolia.

Exhibitors Praise Equity "Child For Sale"

Equity Pictures Productions has had highly laudative wires from the Strand Theatre, Napanee, and the Allen Theatre, Kingston, in connection with the presentation by those houses, of "Child For Sale." The managers of these two houses speak very highly of the merits of the picture as a money-maker.

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Third Release Series, Punch Comedies

"A RURAL CINDERALLA"

with Louise Fazenda



NORMAN McLEOD

Who draws those funny figures
on the titles of all the Christie
Comedies



Scene from

"A HULA HONEYMOON"

Recent Christie Comedy Release



Comedies released under above Trade Mark

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Before Buying Pictures Read The Digest Advertising Pages.

Publicity Points Programme and Press On "The Card"

The author of "The Card," Arnold Bennett, should be boomed in connection with this picture. He is among the greatest favorites of the fiction reading, picture and play-going public. "The Card," in Mr. Bennett's estimation is one of his two most popular works.

Make the most of Laddie Cliff's performance in the "star" part. It is the comedian's first appearance on the screen.

Laddie Cliff is a favorite with audiences all over the country. There is hardly a town of 3,000 population or more, which he has not visited, in some cases many times.

"The Card" is undoubtedly a story with a "punch." It has among its "star" players a great boxer, Frank Goddard, the famous heavyweight champion, who gives some fine examples of his skill with the gloves.

"The Card," has also a brilliant cast of London players, including such established favorites as Norman Page and Sydney Paxton.

"The Card" is a screamingly amusing story. But it is also a flashlight of life, on the art of "getting on."

The characters in "The Card" are true to life. "The Card" himself, was in reality an old school friend of Arnold Bennett's, who boasts everywhere of being the original of the story.

Advertise "The Card" everywhere as being a clean and diverting tale—British comedy at its best. Emphasize the fact that it is a story without revolvers, sexual intrigue, robberies, or any of the other features that disfigure so many pictures. It is essentially a family picture—an hour's treat all round; and does not depend for its humor on "Cockney" phrases—produced in England by Ideal Films and released in Canada through Educational.

Mgr. T. Trow Shows Paramount Program Imperial, Three Rivers

Tommy Trow, of the Imperial, Three Rivers, Que., whose house was closed during Holy Week (has now re-opened with the second group of Paramount pictures, which are very popular there.

F.-P. Salesman Report Business Improving

John Levitt and Tom Doubiggan, salesmen of the Famous Players, are just back from a trip through the province of Quebec, and state that business is decidedly looking up all around.

Original from

NEW YORK PUBLIC LIBRARY

LOCAL PAPER WEEKLY REVIEW

'A SISTER TO ASSIST 'ER'

A LITTLE comedy gem, all too brief but a hurricane of fun while it lasts, is the English film play, "A Sister To Assist 'Er." The chief character is a middle-aged cockney widow who has matrimonial prospects but cannot get her "box"—meaning trunk—away from her landlady because she owes too much back rent. She conceives the idea of inventing a sailor son who will come home from sea with a pocketful of money and a great deal of swank, and to impress the landlady that she'll permit the trunk to go. This scheme fizzles, however, through the sudden and awkward arrival on the scene of a bona fide sailor who shows the fake one up. The heroine is a foxy old person and full of resource so she proceeds to bring to life a sister whom she has done a good deal of boasting, a sister who has married well, lives in the country and raises pigs "as a 'obby," but who exists only in the imagination of her poorer relative. To achieve this she must needs play the sister herself and all the neighbors, slatternly, inquisitive women sitting and standing about on the steps, are regaled with the sight of a "toff lidy" coming along the street, what on this

side of the pond would be called a "swell dame," trickled out in featherboa, Queen Vic bonnet and minor fixings, who enters the abode of the hardshell landlady and brings her round by devious methods, beginning with hauteur and working round to a state of mutual conviviality over a bottle of liquid as "common but very 'olesome."

There's more to the story than this. There's a Barkis-is-willin' lover with one eye on the widow's supposed prospects, and there's an interlude having to do with two pigs purchased by the widow on the graft principle that "squeal all night and smell all day." As a legitimate play this one is said to have kept the English audiences shrieking with laughter for eleven years. On the screen it seems to last only eleven minutes. It has much of the flavor of the memorable "Three Live Ghosts" and the sub-titles have been written by an expert. The acting of the chief players is admirably done, but that of the star, Mary Brough, is the very best of its kind. Her face is a study in expressions, comic, serio-comic, pathetic, cunning, lugubrious and joyously "blotto." Even her hiccoughs are funny rather than offensive.—(Toronto Weekly Star.)

'FURY' BREAKS ANOTHER RECORD AT ALLEN THEATRE, WINNEPEG

MR. LOUIS BACHE is in receipt of a letter signed by Mr. M. M. Stewart, Manager of the Allen Theatre, Winnipeg, Man, which reads as follows:—

"Dear Mr. Mitchell:—

We are just through with a week's run on "Fury," and would like to hand you some of the wonderful comments we received from our patrons on this picture.

We opened to the biggest business this year and kept up all week, despite the very unfavorable weather during

the run of this picture. The comments from the patrons, were, without an exception, all highly complimentary to the picture, and I feel certain that the next Barthelmess production will do even better business on account of the increasing popularity of the star.

We trust you will have many more like this one.

Yours very truly,
ALLEN THEATRE,
M. M. STEWART,
Manager.

SOL. ALLEN CORPORATION RENT ALLEN AND ORPHEUM, MONTREAL N. L. NATHANSON GETS LOEW'S

IT is understood that the Allen Theatre, Montreal, has been rented for six weeks to the Sol. Allen Corporation, and that English productions will be shown there. The same corporation has the lease of the Orpheum Theatre until the end of August, and

has already presented "The Game of Life" and "The Christian," both of which pictures went on later to the Allen. Yet another theatrical change there is the taking of Loew's Theatre by N. L. Nathanson, of the Famous Players Canadian Corporation.

Alfred B. Scott Miss Jean Marr of Ottawa, Married

Unusual interest has been taken in Ottawa, Ontario, of the announcement of the marriage a few days ago, of Mr. Alfred B. Scott, scenic artist at Universal City, Cal., to Miss Jean Mar, a popular young lady of Ottawa. Mr. Scott recently paid a visit to Ottawa, on business for the Universal company and was the speaker at a luncheon of the Lions Club of Ottawa. He met Miss Mar, and within two days, it is stated, they decided to wed. After the ceremony, the couple left for Universal City.

Mr. Scott, who is 52 years of age, is the father of Julianne Scott and Irene Scott, both in moving pictures, and of Lieut. C. S. Scott, of the United States Navy. The first wife of Mr. Scott died three years ago. The bride is 24 years of age.

Hottentot Song For Ince Picture

The latest song hit to be broadcasted by radio is "The Happy Hottentot," dedicated to Douglas McLean and Madge Bellamy, who plays the leading roles in Thomas Ince's new racing comedy feature, "The Hottentot," a First National release. Harry Von Tilzer, who has countless ballads and song successes to his credit, wrote the music, and William Jerome, the words.

England's Prize Beauty With Norma Talmadge "Within the Law"

Margaret Leahy, England's prize-winning beauty, is to portray the role of Aggie Lynch in the Norma Talmadge film, "Within the Law," which Frank Lloyd is directing. All the expenses of herself and mother are being paid by Joseph M. Schenck, and besides, she is receiving a large salary.

Miss Leahy was the winner of the contest inaugurated by the London Daily Sketch, and was chosen the most beautiful of the 80,000 who entered.

Tom Conway Brings Valentino To Montreal

Tommy Conway, well-known in Montreal, as a theatrical man, boxing promoter, and film distributor, has added another feather to his cap by the engagement of Rudolph Valentino, who will put on a dancing act at the Mount Royal Arena this month. The contract bringing the well-known star was signed this week at Tommy's offices in the Imperial Theatre Building, Montreal.

HARRY BROUSE, PROMINENT THEATRE MANAGER, LOSES EYE-SIGHT HOPES FOR HIS RECOVERY

COUNTLESS friends of Harry Brouse, proprietor of the Imperial Theatre, Ottawa, Ontario, and a franchise holder for Eastern Canada, in the Associated First National Exhibitors, are greatly concerned over an unfortunate trouble which is now affecting Mr. Brouse. Without warning, Mr. Brouse lost his sense of sight through the bursting of a small blood vessel, it is stated, and he has been confined to his home in Ottawa for the past week. Many enquiries have been received at the residence of Mr. Brouse, regarding his condition, al-

though no general report had been made locally regarding the accident. His many friends, however, are praying and hoping that the affliction is but temporary.

Mr. Brouse is one of the pioneer exhibitors of Canada, and is one of the owners of real estate and store properties in the Canadian Capital. He is also identified actively with a number of industries in Ontario and Quebec, and one of his recent moves was the purchase of the Alexandra Hotel, one of the leading hostelrys of Ottawa.

TEMPLE THEATRE, HAMILTON, SETS UP ANOTHER RECORD WITH 'FURY'

PLAYING against the greatest competition offered in the city of Hamilton, in many months. Mr. Hal Morgan, Manager of the Temple Theatre, reports a new record of business for 1923, with First National's "Fury," in which Richard Barthelmess and Dorothy Gish are starred.

Since First National took over this house last February, the peak of box office receipts was reached with

"Brawn of the North," and now the announcement is made that "Fury" surpassed that picture in financial returns by more than \$300.00.

It is interesting to note that "Fury" established this new record with less than \$40.00 worth of newspaper advertising, the management devoting their attention to billboard space, using five 24's and 300 one-sheets.

ARTHUR S. FRIEND DELIVERS SOME EXCELLENT PICTURE IDEAS

A DOCTRINE of personal responsibility for everybody connected with the motion picture industry was proclaimed by Arthur S. Friend, president of Distinctive Pictures Corporation, at the regular weekly luncheon of the Associated Motion Picture Advertisers at the Cafe Boulevard, New York. "So long as the majority of producers, distributors and exhibitors adhere to this principle," said Mr. Friend, "the industry's internal pessimists may be ignored." He declared that the motion picture industry's achievement for good far outweighed its mistakes, and regretted the utterances of those within the ranks who persist in finding things wrong.

"Ours is a new industry," said Mr. Friend, "and it is not unnatural that we have made mistakes. Old established industries still contend that certain fundamental ills, but those in such industries do not throw up their hands and publicly proclaim that everything is wrong and nothing right with them.

"It is a matter of regret that certain moving picture people are giving gratuitous opinions to the public on 'what's wrong with the movies.' The public doesn't want opinions. It wants pictures. As a matter of fact, there is a great deal that is right with the movies. In the comparatively few years of their existence they have given to millions of people much in the way of entertainment which they had never before enjoyed—they have brought to untold millions touches of light and color which have made of their lives something different and something better.

"So far as the standardization of motion pictures is concerned it is to be devoutly hoped that this is never brought about. Motion Picture producing is an art and not a science. It is true that we apply to this art the sciences of lighting and photography, but the conception and execution of photoplays should remain solely in the realm of creative art.

"Here we get to the point of personal responsibility. We must all act

as individuals and take the blame for what we do. If a producer puts out something bad that is his fault he should be made to pay the penalty. He should not put the onus on an incompetent director or star or cameraman. By the same token, an exhibitor who shows a bad picture should be held personally responsible by his patrons. He should not be allowed to pass the blame on to a producer, and still hold the confidence of those who pay him admissions.

"By pursuing this policy only can we arrive anywhere."

Mr. Friend expressed the belief that eventually the present system of selling and distributing pictures would be abandoned in favor of a more economic method which would give the original maker control of the disposition of his product throughout its entire life.

Charles G. Branham Arrives in Montreal Takes Over New Duties

Charles G. Branham, who has been director of publicity for the Famous Players Canadian Corporation, arrived in Montreal, and has taken over the position of director of theatres, succeeding H. M. Thomas, recently gone to Des Moines. Mr. Branham will look after the production of "Robin Hood," at the Capitol Theatre, and will then probably leave on other duties in other cities. He is well-known in Montreal, where he made many friends at the time when the Capitol was first opened there. He was then in the city for a considerable time.

Canadian Educational Comedies in Montreal

Canadian Educational Films in Montreal, are releasing "Mrs. Hippo," a corking good one-reeler, at the Capitol, and are also supplying a two-reeler with the big drug picture, "The Greatest Menace," at the St. Denis. The latter is making a great success at the east end theatre, and Harry Kaufman, its exploiter, reports that he has been obliged to call in the police to handle the crowds that have been besieging the theatre since the picture started its run. It will run ten days, after which it will go to the Orpheum for an indefinite run.

Projectionist open for immediate engagement. Thoroughly competent. Screen results assured. Best of references. Am union and married. Apply H. E. DREW, North Battleford, Sask.

TWENTY-THREE EDITIONS PUBLISHED ARNOLD BENNETT'S 'THE CARD'

ARNOLD BENNETT is the popular author of some twenty famous 'The Old Wives' Tale' novels, including a number of celebrated plays—among them—'The Great Adventure' and 'Milestones with Edward Knoblock.' In his opinion 'The Card and Old Wives' Tale' are his two most popular stories.

"The Card" is one of the most popular of Arnold Bennett's stories. There have been 23 editions. Here they are:—

First published, (Crown 8vo.), February 23rd, 1911.

Second, Third, Fourth and Fifth Editions, 1911.

Sixth Edition, 1912.

Seventh, Eighth, Ninth, Tenth, Eleventh, Twelfth Editions, 1913.

Thirteenth Edition, 1914.

First Issued in Cheap Form (Fourteenth Edition), August, 1914.

Fifteenth and Sixteenth Editions, (Cheap Form), 1915.

Seventeenth, Eighteenth and Nineteenth Editions, (Cheap Form), 1916.

Twentieth Edition, (Cheap Form), 1918.

Twenty-first Edition, (Crown 8vo.) 1919.

Twenty-second and Twenty-third Editions, (Cheap Form), 1919.

The Ideal Films, London, have adapted "The Card" for the screen, presenting Laddie Cliff, international star, in the stellar role. Canadian Educational are doing the releasing of this comedy in Canada.

Mgr. W. R. Cann Writes Letter Appreciation "Come On Over"

Dear Mr. Cass:—

I wish to express my sincere appreciation of your picture "Come on Over," which we played Wednesday and Thursday of this week, it certainly is a sweet little offering and pleased highly.

I do not very often express any sentiments over any picture we play but this is an exception, and I believe in giving credit where it is due.

"Come on Over" is certainly a credit to its producers and to your exchange.

With best regards, I am,

Very truly yours,

W. R. CANN,

Manager People's Theatre,
Yarmouth, N.S.

Frank Conklin Representing Hope-Hampton Productions Visits Montreal

Mr. Frank Conklin, representing the Hope-Hampton productions, visited Montreal recently, calling on the Associated First National offices there. "Jim" Gorman, Montreal, manager, has his hands full just now releasing "Daddy," "Within the Law" and "Mighty Lak' a Rose."

Negotiations To Sell Empire, Quebec

Negotiations are under way for the sale of the Empire, Quebec. The owner, the late J. Deracey, having passed away recently.

Larry Semon Finishes "The Midnight Cabaret"

Larry Semon has finished another comedy, "The Midnight Cabaret," and is busily engaged producing another for Vitagraph. Kathryn Meyers plays opposite the comedian in "The Midnight Cabaret."

"A Front Page Story" Gets Unanimous Vote Best Newspaper Story

"A Front Page Story," Jess Robbins' comedy on newspaper life with Edward Horton in the leading role was shown to the State Convention of Newspaper Editors of Kansas at Topeka. The editors voted it to be the most realistic newspaper story ever screened.

EXHIBITORS Your Opinion on Pictures, Please!

FAMOUS-PLAYERS BUSY RELEASING BOX-OFFICE STIMULATORS, MONTREAL

FAMOUS Players Canadian Corporation have had a great clean-up at the Orpheum, where they have just completed the second week of "The Christian," following which it will, it is understood, be shown at the Allen some time later. This exchange has the release of "Souls for Sale," and "Lost and Found." "The Game of Life," the big English super-film, which was also shown at the Orpheum, for a two-weeks' run, is

booked for the Allen, and "Shadows," starring Lon Chaney, will be shown at Loew's. "Madame X," with French and English titles, will be showing there toward the end of this month or early in May. Finally, "Me and My Gal," which had a big successful second run at the Court, was followed at that theatre by "Broken Chains." It will therefore be seen that Famous Players are very thoroughly on the map of Montreal.

Irving Sourckes Returns For Robin Hood Publicity Capitol, April 8th

Irving Sourckes, Montreal manager for United Artists, has returned from Quebec, and is right in the midst of the publicity campaign preparatory to the screening of "Robin Hood," the new Fairbank's special, at the Capitol, where it will appear week of April 8th. For this show, prices have been increased throughout the house to 75c all over the theatre, and 55c for matinees. Joe Keller, auditor of United Artists, and incidentally at times a salesman, has just come back from the Maritime Provinces with a bunch of contracts, all of them duly authenticated with accompanying cheque for one-quarter of the agreed on price.

Messrs. Burpee and West Take Royal, St. John's

Messrs. Burpee and West have taken the Royal Theatre, St. John's, Quebec, which was opened Easter Monday, and has been renovated and decorated throughout. The Mayor, Council and a number of prominent citizens were present at the opening. This exchange has secured the Canadian rights for a picture of the Tutankhamen discoveries in connection with the filming of which they have had the assistance and co-operation of the Egyptian government. A big publicity campaign is in process of being carried out, though publicity enough has been given for the past six months to anything in any way connected with the finds in the Valley of the Kings.



IRENE CASTLE, Hodkinson Star, Appearing in "Slim Shoulders."

E. J. ZAVITZ, PROVINCIAL FORESTER CALLS VITAGRAPH'S 'NINETY AND NINE' 'A SUPERB MOTION PICTURE'

PROVINCIAL Forester E. J. Zavitz, of the Department of Lands and Forests, is co-operating with Vitagraph in the exploitation of their feature, "Ninety and Nine."

The following letters sent to all the editors of the Ontario newspapers disclose the opinion which this department has of "Ninety and Nine"—we understand that the picture will receive the same co-operation throughout the Dominion. In the U.S. a similar support was received from the Forestry Department. The letter specifies that "Ninety and Nine" is a super motion picture. Here is its replica:—

Toronto, April 7th, 1923
TO EDITORS OF ONTARIO
NEWSPAPERS

Gentlemen:—

We need your co-operation to help
SAVE ONTARIO'S FORESTS
FROM BURNING.

A super motion picture has been produced by Vitagraph, entitled "The Ninety and Nine." This picture depicts a gigantic forest fire, linked up in a tense, vivid drama with a splendid cast of actors, headed by Colleen Moore and Warned Baxter. The climax of rescuing by train, the in-

habitants of the fire-threatened town, contains a wonderful thrill, which should appeal to every Ontario Audience.

Upon viewing "The Ninety and Nine," we were strongly impressed with the value of such a picture in educating the public in FOREST FIRE PREVENTION. Realizing the adaptability of this picture in showing the results of carelessness with fire, we have arranged with the ONTARIO MOTION PICTURE BUREAU to supply a short reel on forests fire protection in Ontario, which will be furnished free to any theatre in Ontario, running "The Ninety and Nine."

Over 95 per cent. of our forest fires are caused by HUMAN CARELESSNESS, and every effort should be made to lessen the tragic consequence of these fires.

We ask for your support in presenting the merits of the above picture, as we feel that it will greatly assist in educating the public of Ontario in FOREST FIRE PROTECTION.

Yours very truly,

E. J. ZAVITZ,
Provincial Forester.

MGR. C. G. MARKELL WRITES 'FURY' IS ONE HUNDRED PER CENT.

THE Montreal office of Associated First National Pictures is in receipt of the following letter from Mr. C. G. Markell, Manager of the Palace Theatre, at Cornwall, Ant:—

"Dear Gorman:—

We have just finished the showing of "Fury," with Richard Barthelmess and Dorothy Gish, and are pleased to advise that it gave one hundred per cent. satisfaction, and it is a long time since we have shown a picture that

received so many favorable comments from the public as this one. We were exceedingly pleased with the box office results; the matinees especially, being considerably greater than anything shown here in a long time. We wish to congratulate First National on this feature and trust we may be able to get more like it.

Yours very truly,
C. G. MARKELL,
Manager Palace Theatre.

EUGENE ROTH WITH UNIVERSAL LEADING WEST COAST EXHIBITOR

EUGENE H. ROTH, one of the U.S. leading exhibitors, and who until recently was associate managing director of the Herbert L. Rothchild Entertainments, operating a chain of high class theatres in San Francisco, including the California; the Imperial, the Granada and the Portola, has been engaged as personal representative for

Carl Laemle, president of the Universal Pictures Company.

As an expert in theatre management and exhibitor problems, he will advise Universal as to what the exhibitor wants, and by consulting with production chiefs at Universal City, will help the big film corporation to make the kind of pictures that theatre owners need.

Mgr. Moisan, Victoria Makes Good "Mad Love"

Ben Kaufmann, Montreal, manager Famous Players, has had the following letter from A. Moisan, proprietor of the Victoria Theatre, Quebec:—

"I am pleased to tell you that we have made very good with "Mad Love," and we were most satisfied with the receipts, our clients having liked the picture very much. The other one, "Gimme," opened quite well in spite of wretched weather. When you come down to Quebec I will give you definite dates on "The Christian."

Mr. Moisan also expressed his wish to see "Souls for Sale."

Phil Hazza Hopes "Forge Ahead" Will Lead First Run, Montreal

The tracks open in Montreal, next week, and Phil Hazza, managing director of Equity Productions, mentions that his horse "Forge Ahead," will be released at an early date, and that he hopes to see it in a first-run. This paragraph is not to be taken as a tip, but Phil generally knows what he is talking about.

More Tourneur Films For First National

It is announced that First National has exercised its option on future Maurice Tourneur productions, thereby assuring four or six pictures from this director next season. Negotiations were concluded a few days ago with M. C. Levee, who controls the Tourneur product made at the United Studios in Los Angeles.

This news closely follows the completion of "The Isle of Lost Ships," secured by First National through a deal with Mr. Levee, which included an option on subsequent Tourneur pictures.

As stated last week, First National is assured of at least sixty productions next season, including those made by its own individual units and the pictures supplied by affiliated organizations. The new contract with Thomas H. Ince was signed recently and more producers are discussing distribution arrangements with First National.

Satan's Paradise
Canada's First



Columbia

Columbia Silvertip Combination Carbons for D. C.

THE Columbia Cored Upper holds ingredients that permit a long and steady arc, and prevent cracking near the center.

The Columbia Silvertip Lower is unique for its current carrying capacity. Small in diameter, it does not shadow the crater of the positive.

CANADIAN MADE FOR CANADIAN TRADE

Write for information
CANADIAN NATIONAL CARBON CO.
Limited
Toronto, Canada

219 EXHIBITORS WROTE THIS AD!

Here is a summary of THE MOTION PICTURE NEWS "Check-Up of March 10th. These expressions of opinion were not made to us; they were made to the trade press and came entirely unsolicited by First National or other distributors mentioned.

Distributor	Number Pictures Listed	Number Reported as "Good" or Better	Percentage of "Good" Pictures
FIRST NATIONAL	32	19	59.4
State Rights	10	5	50.0
Famous Players-Lasky	61	28	45.8
Goldwyn	12	5	41.7
Universal	36	13	36.1
Fox	32	11	34.3
Metro	22	7	31.8
F. B. O.	14	3	21.5
For group	219	91	41.5

The record of the foregoing concerns with relation to pictures which are rated at eighty per cent. or better (seventy per cent. represents "good") is as follows:

Distributor	Number of Pictures Ranking "Good"	Number of Good Pictures Over 80 Per Cent.	Percentage of "Good" Pictures Over 80 Per Cent.
FIRST NATIONAL	19	6	31.6
Metro	7	2	28.5
Famous Players-Lasky	28	4	14.3
Universal	13	1	7.7
Goldwyn	5	0	0.0
Fox	11	0	0.0
F. B. O.	3	0	0.0
State Rights	5	0	0.0
For group	91	13	14.2

NATURALLY

its the small exhibitor who provides the most reports. And of course the small exhibitors are usually behind on the release schedule, so First National is not by any means getting the full benefit of its quality product of the present season. Every exhibitor who studies the facts will agree that this is the most conclusive proof of superiority ever offered in an advertisement of a distributor of motion pictures.

One Policy - - - One Thought

To help every exhibitor operate
his theatre successfully



CANADIAN MOVING PICTURE DIGEST

Summer With Its Heat

—has no terrors to the exhibitor
who knows the proposition being
offered by FIRST NATIONAL

One Policy - - - One Thought
to help every exhibitor operate
his theatre successfully. - -



TORONTO, CANADA,
APRIL 14th, 1923



Christie Comedies



strike a joyous happy medium between light farce and broad comedy. Christie's recent satires have set a new standard for short film comedies.

These two-reel gems of fun are based on real stories. They present young men and women of the highest ability as comedy artists. They are all clean, and can be depended on to

Entertain the Whole Family

Progressive theatres everywhere are showing Christie Comedies—and there is one in your neighborhood.

Like all of Educational's Short Subjects, Christie Comedies can be identified by the Educational Pictures trade-mark on the film and on lobby displays in theatre entrances.

When You See This,
Go In—
It's the Sign of
a Whole Evening's
Entertainment



EDUCATIONAL
FILM EXCHANGES, Inc.
E. W. HAMMONS, President
Executive Offices
New York

Christie Comedies

Mean more to your box-office than most long features. They are known to ALL your patrons through their long record for clean fun, and through constant national advertising.

← **THIS AD**

Appears in
**THE SATURDAY
EVENING POST**

BOOK
Christie Comedies
and
ADVERTISE THEM

ALL
*Educational
Pictures*
ARE NATIONALLY
ADVERTISED TO
YOUR PATRONS

**Canadian Educational
Films Limited**

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver



Produced by IDEAL FILMS LTD.

Released by

CANADIAN EDUCATIONAL FILMS

Toronto

Montreal

St. John

Winnipeg

Calgary

Vancouver

Original 1
By the Pictures Read The Digest Advertising Pages

ADDRESS REPLY TO
PROVINCIAL FORESTER
PARLIAMENT BUILDINGS
TORONTO ONTARIO



ONTARIO
DEPARTMENT OF LANDS AND FORESTS
FORESTRY BRANCH

Toronto, April 7, 1923.

TO EDITORS OF ONTARIO NEWSPAPERS:

Gentlemen:-

We need your co-operation to help SAVE ONTARIO'S
FORESTS FROM BURNING.

A super motion picture has been produced by
Vitagraph, entitled "THE NINETY AND NINE." This picture de-
picts a gigantic forest fire, linked up in a tense, vivid drama
with a splendid caste of actors, headed by Colleen Moore and
Warner Baxter. The climax of rescuing by train, the inhabi-
tants of the fire threatened town, contains a wonderful thrill,
which should appeal to every Ontario Audience.

Upon viewing "THE NINETY AND NINE" we were strongly
impressed with the value of such a picture in educating the
public in FOREST FIRE PREVENTION. Realizing the adaptability
of this picture in showing the results of carelessness with
fire, we have arranged with the ONTARIO MOTION PICTURE BUREAU
to supply a short reel on forest fire protection in Ontario,
which will be furnished free to any theatre in Ontario running
"THE NINETY AND NINE".

Over 95% of our forest fires are caused by HUMAN
CARELESSNESS, and every effort should be made to lessen the
tragic consequence of these fires.

We ask for your support in presenting the merits of
the above picture, as we feel that it will greatly assist in
educating the public of Ontario in FOREST FIRE PROTECTION.

Yours very truly,

A handwritten signature in cursive script, reading "E. J. Zaritz".

Provincial Forester.

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS

Managing Editor

A. LEWIS

Business Manager

Subscription \$2.00

United States \$3.00

Foreign \$3.50



The
**CANADIAN MOVING
PICTURE DIGEST**

Published Weekly by

**The Dominion Embossing
and Printing Company**

27 JARVIS STREET,

TORONTO

New York Representative

TOM HAMLIN

1540 Broadway

VOL. 14, No. 51

TORONTO, CANADA

APRIL 14th, 1923

"After You, My Dear Alphonse"

THIS is Courtesy Week in Toronto, the idea fostered by the Kiwanians. The idea is good, timely, idealistic, a real, live necessity. Everybody in the Queen City is saying: "After You My Dear Alphonse," without the elaborate salaam.

Some people, in fact most people, are under the impression that courtesy belongs to the period, when knights in armour fought for a lady's favor, her scarf, or glove. A good many people still carry with them the picture of Sir Raleigh, throwing down his cloak, that Queen Elizabeth might pass over a mud puddle, without besmirching her dainty shoes. Chivalry, courtesy need no flourish of plumed head-gear, no flashing of sword. These attributes are but an indication of a character which understands the meaning of good manners. Education may give you the "elaborate salaam," the veneer of courtesy, but will not give you good breeding or good manners in its true interpretation. The man who spends his days furrowing the fields may have much finer manners, a much higher sense of the conception of Courtesy, good manners than your dilettante, who spends his time impressing people with the fact that he has more money than brains.

Culture is closely allied to Courtesy. Culture may be acquired through the association from childhood of all that wealth can give one in luxuriously elegant surroundings, the refining influences of artistic accomplishments. Woodmen, who have been surrounded by all that Nature can give them, a blue sky, wild flowers, the intimate association of woodland creatures, the song of birds, the study of the march of the stars, moonlight, are indeed "Nature's true gentlemen," and furnish examples supreme for your city-bred man to follow.

City life has a tendency to make one forget their good manners, the attributes of courtesy, it has been said. City life is cruel, hard, an endless, infinite struggle to keep on top of the Waves of Adversity, it is further said. The business man is pressed by the pressure of time. That is, he has no time to be Courteous. If this is true, the business man is paying too big a price for his success, he is bartering the radium of character, soul-building stuff, for the gold which is his today and another man's tomorrow. Let us investigate this claim of the discourteous business-man. Is he always successful? Is he respected? Does he make friends? To these three questions we can answer, "No."

The successful business man, who relentlessly

crushes all who impede his progress, is generally disliked; and surrounded by friends, who use him as freely as he has used others. Being a tyrannical boor, he is not respected, simply tolerated while it suits the convenience of those who do business with him. Not always successful, for people have a tendency of taking their business to that Institution, or man with whom "it is a pleasure to do business." To that Institution, or man, who always has the time to say: "How can I serve you," "Yes, I will see you," "Thank you," and "If you please." A smile, a kind word are among the imperishable properties of life. You know where you generally send the "grouch" to; and how relieved you feel when necessity no longer requires you to come in contact with him.

Since the beggar and the king are all faced with the inevitability of three score and ten, or less, in a minority of cases, with another small margin in which to play the game of life, why not utilize the allotted time in being half-decent to one another? Taking the time to consider the real things of life.

We wonder if the successful man realizes that the interview he gives to an unimportant caller, registers a much more enduring and important development in his character, places a larger balance in his scale for good, than a check which he casually, perhaps under pressure doles out to Charity? When a man gives his Time, that is the man who is doing things in life, he is really a disciple of the spirit of giving. We wonder if the successful man realizes that his refusal to see an unimportant caller, may help to crush that caller into a still smaller position of unimportance? We wonder if the successful business man realizes that it is cruel and unkind to keep an unimportant caller waiting around for hours, before he finally gets an audience. By this action hurting the finer feelings, the nerves of the soul of another human being; and by this action committing a far greater wrong than the infliction of a flesh-wound would be?

Gentlemen, let us quietly think about the art of being courteous. It is but an application of the Golden Rule, "Do unto others as you would have them do unto you." Treat everybody as you would like to be treated yourself. If you hold an important position, set an example for Courtesy, an example which your employees will follow. By establishing Courtesy you become Master Builders, Creators of an Eternal Empire. Let us be courteous, not only for one week, but every week in the year.

—RAY LEWIS.

NATIONAL ADVERTISING TO REPLACE PARTIALLY FIRST NAT. EXPLOITATION

H. O. SCHWALBE, Secretary-Treasurer of Associated First National Pictures, Inc., recently issued a statement with regard to that company's policy on national advertising and exploitation.

"Starting with the issue of April 7th, First National inaugurated a campaign in the Saturday Evening Post that is unique in motion picture advertising, and marks an important step in a new advertising, publicity and exploitation policy that has been adopted by the Executive Committee of this company," said the Schwalbe statement.

"The outstanding features of the new policy are, the curtailment of the force of traveling exploitation men, and the material increase of service to exhibitors through national advertising and publicity of the type represented in the Post campaign. To this end the advertising and publicity staffs at the home office have been augmented.

"Field exploitation has not been abandoned by First National. It will be continued wherever justified by results, but a close study of conditions over a period of months led to the conviction that much of the money expended on exploitation could be spent in other ways to better advantage. It has been found that most of the large First National theatres are little benefited by exploitation men, and that a more satisfactory service can be furnished small exhibitors through other channels.

"An exploitation man can be in only one place at a time. First National plans to serve all its exhibitors all the time. The Saturday Evening Post advertisements to appear every other week and to be directly tied up with local theatres will play a big part in the improved service.

"In formulating the Post campaign one dominating necessity was given first consideration. The advertisements must sell First National pictures to the public in a way that will

bring direct returns to the exhibitor's box office. All previous national advertising campaigns were thoroughly analyzed with a view to revealing their good points and their weaknesses. It appeared that the prevailing shortcoming had been a failure to tie up the pictures advertised with local showings. This defect had to be overcome.

"That the remedy could not be found in single pages of display advertising became evident because of definite limitations imposed by layouts of this character. In dealing with but one picture the greatest benefit from the advertisement could be reaped only by exhibitors who happened to be playing that particular production near the date of the advertisement's appearance.

"Opposed to the drawbacks of one big smash on a single picture there appeared the advantages of a cumulative campaign, which week by week would bring the reader close to the First National stars and productions, not permitting any picture to be forgotten until the local exhibitor had played it.

"Obviously, this end could not be attained through conventional methods. But what was the alternative?

"It was decided to publish a fortnightly illustrated news page, brightly written in fan style, so that it would be read because of its news and human interest, as are the pages of the fan magazines.

"Each page will be reproduced as a one-sheet for display in the theatre lobby so that patrons will definitely associate the house with the Post advertising. These one-sheets will be supplied free to exhibitors."

Famous-Lasky Canadian Representatives Visit Winnipeg

Jerry Akers and Joe Ferte, of the Famous-Lasky Office, Toronto, have been in Winnipeg for a month completing sales to western exhibitors of big features.

"Down To The Sea in Ships," Selling Big

Danny Fredman, in charge of the Winnipeg district for Hodkinson, has been unusually busy supplying dates for "Down To The Sea in Ships." Hodkinson's superlative sea feature.

Children Hour Concerts. Popular in Winnipeg

Children Hour Concerts are now a big feature in six leading theatres in Winnipeg, every Saturday afternoon. All the youngsters are paid for their services by the various theatres.

Condition of Harry Brouse Remains Unchanged Friends' Encouraging Messages

The condition of Harry Brouse, proprietor of the Imperial and Family Theatres, Ottawa, and prominent in Associated First National Exhibitors' circles, remains unchanged, according to the latest announcement. Mr. Brouse was afflicted with sudden blindness several weeks ago and he has been confined to his home. He can just distinguish between daylight and darkness, but otherwise his power of sight is gone. Mr. Brouse has received countless messages of encouragement from many friends.

M. T. Craig Film Reports

"Dream Street." 8 reels. United Artists. Griffith. Print good. Typical Griffith picture. Personally, I thought it good, but will only please about 50 per cent. in these small towns.

"Poor Relation." 5, reels. Will Rogers, Goldwyn. Print fair. Title short. They like Rogers here, but this did not please like his previous pictures.—M. T. CRAIG, Mgr. Majestic, Dresden, Ont.

For Sale

One Powers 6A Hand-drive machine, reels, rewinders, switches, rheostat, screen, curtains, scenery, and one 550-volt motor and 50-volt, 30-amp. generator unit. Price 300.00. Apply W. J. BIRSCHBACH, Waterloo, Ont.

MANITOBA GOVERNMENT APPOINT BOARD FOR CENSORED PICTURES NO TAX ON CHILDREN'S TICKETS

THE Manitoba government announces that they will not collect a tax on children's ten cent tickets after this month. It has also appointed a new appeal board to look over pictures condemned by the censor

board, and its membership is regarded by Winnipeg exhibitors and film exchange managers as being broad-minded and sympathetic with motion pictures.



Laddie Cliff, Idol of London Music Halls, in "The Card"

LARGE INCREASE AMUSEMENT TAX INTRODUCED N. B. LEGISLATURE EXHIBITORS ON THE JOB

LÖBBYING was the order of the day when it was made known that a large increase in the amusement tax was the purpose of a bill to be introduced in the Provincial Legislature.

The proposed increase is as follows:

On tickets up to 25 cents, 2 cents.

On tickets up to 50 cents (from 26 cents and over), 4 cents.

On tickets from 51 cents to 75 cents, 7 cents.

On tickets from one dollar, 10 per cent.

It is argued that this tax is very large coming as it does after a season when business is just picking up after a long depression. The severe winter has worked much hardship to all theatres, the cold and storms keeping many people at home. At the present time of writing several of the prominent theatre managers are at Fredericton in the interests of the theatres.

'THE CARD' IS EDUCATIONAL RELEASE WELL-KNOWN ENGLISH COMEDY

"THE Card" is a diverting tale of a pushful young man, who manages by sheer cheek of a humorous kind to become one of the celebrities of his town. He is a resourceful young fellow, and he makes the most of the ideas that suddenly flash into his mind, and with his easy assurance he carries everything before him in comical fashion.

"The Card" is a story of humorous adventure with a dash of romance—and, in a way, it sheds light on the way in which some people "get on" in the world.

That it is a true reflection of things as they are may be inferred from the fact that the hero of the story—the "card"—was taken from life. The main outlines of the character were borrowed by Mr. Arnold Bennett, from an old school friend, who actually did some of the remarkable things described in the story.

That it was a fair piece of char-

acterization may be gathered from the fact that the original was decidedly pleased with the result, and, as he travels constantly all over the world, he everywhere introduces himself as the "card" of Arnold Bennett's famous story.

"The Card," written in Switzerland, in two months, was first published in 1911, and originally appeared as a serial in the weekly edition of The Times. In its book form it is one of Arnold Bennett's most popular stories, having run into no fewer than 23 editions, while in America, new editions have succeeded one another with remarkable regularity.

The film version has a brilliant cast, including well-known players as Laddie Cliff, (of Co-optimists fame) Norman Page, Sydney Paxton, etc.

In the boxing scenes the famous boxer, Frank Goddard, appears and gives some fine examples of his power with the gloves.

"Bell Boy 13"

Stars Douglas MacLean
A Rollicking Farce

Thomas H. Ince's latest First National release, "Bell Boy 13," starring Douglas MacLean, is said to establish a new style in screen comedy making. Mr. Ince has made a rollicking farce out of incidents that occur in everyday life. It is said to have more laughs than a bell boy has buttons.

At the Ince offices in Los Angeles, it was declared that if picture-goers get as many thrills out of "Bell Boy 13" as did the production force in the making of the picture a new thrill record will be set up, for some of the speedy fire engine chases were so rapid that a camera man fainted after he had been whizzed through the streets of Los Angeles, turning the crank on the "mile-a-minute" escapades of MacLean. To get these scenes the cameraman was strapped to a packing box placed on a speedy auto. In following the fire department car MacLean was driving, the packing box was jarred from its place and dropped off leaving the cameraman holding to the leg of his camera with one hand and turning the crank with the other as the speeding car chased MacLean.

Mr. Ince used one of the big San Francisco hotels to get the proper atmosphere for all the humorous and thrilling hotel scenes. MacLean had his nerve tested when he was compelled to walk along the ledge of the twelfth story of the hotel to get to the room of his sweetheart in the story.

All the fun and thrills are built around a romantic story written by Austin Gill.

In the cast with MacLean are Margaret Loomis, John Steppling, Jean Walsh and Eugene Burr. William Seiter directed the picture.

H. N. Snow's

"Hunting Big Game in Africa" Creates Talk

Following a succession of private screenings of H. N. Snow's "Hunting Big Game in Africa," Universal's sensational feature, the picture has created more than the ordinary amount of talk which follows the screenings of extra big releases in Toronto.

Canadian Digest Gets

Into Exhibitors' Bulletin

The editorial "First Run Bunk," published in the issue of The Digest, Dec. 16th, 1922, has awakened to fame in the March 31st issue, 1923. Exhibitors' Bulletin, published by M.P.T.O. of America,



Scene from "The Card,"
Ideal Educational

Henry Walthall Addresses

Winnipeg Exhibitors

Henry Walthall, who is on the Orpheum Theatre circuit, addressed the Winnipeg exhibitors at their weekly luncheon, April 5th.

Fern Theatre, Ottawa

Sold for \$30,000

The Fern Theatre, 413-415 Bank Street, Ottawa, Ontario, one of the small but prominent theatres of the centre, has been sold to Jacob Polowin and Sophia Levinson for \$30,000. The theatre building, which is a three-story structure, was built 13 years ago by Thos. Clarey, but it was taken over by the Bank of Nova Scotia about five years ago. The property has a 50-foot frontage and a depth of 79 feet. The fern has enjoyed steady business week after week for years.

Subscribe To The Digest

\$2.00 a Year.

LETTERS OF APPRECIATION RECEIVED HARRY KAUFMAN 'GREATEST MENACE'

97 Walnier Road,
Toronto,
March 26th, 1923.

March 15, 1923.

Dear Mrs. Wilkins:—

Re The Greatest Menace.

I have viewed with interest and considered carefully the film called, "The Greatest Menace," depicting the conditions caused by the use of narcotic drugs. It is a clear and fearless exposure of the depths of sin and misery to which these drugs bring their users.

Harrowing as it may appear, the actual suffering caused the victims of these drugs is worse than any picture could portray. The picture should serve as a deterrent to those who through ignorance or curiosity might be tempted to experiment in the use of such drugs.

I am pleased to endorse it as an educational film.

Yours truly,

MARGARET PATTERSON.

Mrs. Brock Wilkins,
Secretary Social Hygiene Council,
Toronto.

April 6th, 1923.

H. A. Kaufman, Esq.,
12 Queen Street East,
Toronto.

Dear Sir:—

In reply to your letter of the 4th inst., respecting the picture, "The Greatest Menace," which I recently had the pleasure of viewing, I would say that I consider it will serve a good purpose in being an admirable way to bring to the attention of the public the attendant dangers to one of the greatest social problems of the day, that of the drug evil.

Yours truly,

J. COHEN.

Harry A. Kaufman, Esq.,
Albee Building,
Mayor Street,
Montreal, P.Q.

Dear Mr. Kaufman:—

As you know, on the 14th instant, on your invitation, I was present in the Centre Theatre, Ottawa, at a private showing of your film on the narcotic drug problem, and I am taking this opportunity of expressing to you my impressions regarding it.

Throughout the whole picture, as I saw it, I did not find any objectionable features. The picture does not encourage in any way an individual to take up the habit—the opposite impression being at all times maintained in the observer's mind. There is no objectionable exaggeration. It shows the ill effects of the narcotic habit and how it may strike even the best. It is especially valuable as a medium for spreading the knowledge of the difficulties the authorities encounter in their efforts to control and wipe out this traffic. It is thought that it will encourage the authorities in their work and stimulate the sympathy of the public in their campaign.

With kind regards,

Yours very sincerely,

J. A. AMYOT,

Deputy Minister.

EXHIBITORS!

**Your Opinion on Pictures
Please!**

Montreal Rumors Allen To Be Disposed of Soon Capitol Vaudeville, Pictures

There are all kinds of rumors, theatrically speaking, hovering around Montreal, and everyone you speak to has a different story. First, there is the story of Allen, final disposition of which theatre, is said to be scheduled for April 25. So far as the date goes there seems to be little doubt that something will be doing then, but as to what that will be, we shall have to wait to see. Yet another rumor has it that the Capitol will be going into vaudeville in the fall, with of course pictures.

"The Greatest Menace" Anti-Dope Film Creating a Sensation

Jack Cohen, Montreal manager for "The Greatest Menace," which has completed a successful run in Montreal, at the St. Denis and Orpheum Theatres, announces that the picture has been booked for a week's run at the National Biological there, and will go to Three Rivers, Gaiety Theatre, at the end of the month. After that it will be shown in Sherbrooke.

Montreal Has Another Possible Picture Star

It appears that Montreal has another Pauline Garon in Montreal. Miss Annie Hartt, at present secretary of the H. A. Kaufman Special Feature Film Attractions, is practically under engagement to Universal Film Company, at Los Angeles, and is expecting a call any day now to go to the coast.

Newest Jimmy Aubrey Comedy "The Detective"

The newest Jimmy Aubrey comedy is "The Detective," in which Aubrey does some thrilling stunts which end in laughs. Hellen Keeler plays opposite Jimmy in this comedy.

CANADIAN DISTRIBUTORS OF—

Motigraph Projectors

Superlite Gold Fibre Screens

Rexolux Motor-Generators

Cinephor Lenses

Automatic Ticket Registers

Fulco Theatre Specialties

**EVERYTHING
FOR
THE
THEATRE**

Just a Few of the Many Recent MOTIOPHOTO DE LUXE
Installations:

McVickers, Chicago (5)	Lorain-Fulton, Cleveland (2)
World, Omaha (3)	Harmony, Detroit (2)
Keith's Palace, Cleveland (3)	Senate, Chicago (3)
State Lake, Chicago (3)	Majestic, Sheboygan (2)
Auditorium, Cleveland (2)	Royal, San Antonio (2)

Watch This Space For Announcement of Several De Luxe Installations
We Are Now Completing in Canada.

QUALITY COUNTS!!

**PROMPT AND
EFFICIENT
SERVICE**

THE COLEMAN ELECTRIC CO.
21 DUNDAS ST. EAST, TORONTO, ONT.

"COURTESY with SERVICE"

Hermant Bldg.

Main 3890

The Most Daring of All Film Productions

dealing with the

DOPE

Peddlers of the World

The Drug and
Vice Evil
Disclosed
in a Most
Sensational
Manner

Do you know that
there are Drug
Addicts in every
Canadian city?

"The Greatest Menace" has been endorsed by The Bishop of Toronto, Magistrate Dr. Patterson, Bishop Fardth of Montreal, E. Belanger, Chief of Montreal Police; Controller Hiltz of Toronto, Major Morrison, Governor Ontario Jail Farm; Dominion Gov. Health Dept. and hundreds of others.

Opens at the

Strand, Toronto

*April 23rd for an indefinite
run.*

**The
GREATEST MENACE**
A SUPER-SPECIAL IN 7 REELS
**Exposing the Drug Traffic
and Its Evils**

"They live in open graves, millions of them. They are the living dead, senseless to honor, feeble in mind, moral degenerates and physical outlaws. They are the victims of the human vermin that crawl the asphalts of our streets — THE DOPE PEDDLERS."

Broke all Box-Office Records at the St. Denis Theatre, Montreal. Receipts \$17,000 in ten days.

Already booked in the Best Theatres in Canada.

BOOKED ON A STRAIGHT RENTAL OR PERCENTAGE BASIS

Don't Delay — Write, Wire, Phone or Call

HARRY A. KAUFMAN

Special Feature Productions

12 QUEEN ST. EAST

TORONTO

Montreal: Albee Bldg.; J. Block, Manager

'UNIFORM' CONTRACT DOES NOT PLEASE BRITISH TRADE PAPER

A RECENT issue of the Kinematograph, London's leading trade paper, has an important article comparing the protective clauses in the "uniform contract" of America with conditions as they present themselves for the English exhibitor. The article is accompanied with a large cartoon of a weeping bull sadly gazing upon a meat packing can.

The cartoon reads: "American exhibitor, packed by the uniform Can-Track Co., U.S.A. The English exhibitor is roused to the following lamentation: "Alas; my poor cousin." Kine article as follows, was reprinted in the issue of March 31st, Exhibitor's Bulletin:—

"There is a good deal in America's new "Uniform" Contract to rejoice the heart of an exhibitor—that he lives in England.

The document has been acclaimed as a wonderful monument to the statesmanship of Will Hays. No doubt it is an achievement to get all the American distributors to agree to a single form, the more so as the "Uniform" Contract, though described by the M. P. World as "the strongest Distributor's Contract ever presented to an Exhibitor," cuts out some clauses in older forms very obviously in favor of the distributor.

"But, taking the Contract clause by clause, that so little in the way of concession should, apparently, seem so much to the American exhibitor is an interesting measure of the difference between conditions on this side and on that.

"One of the most obvious features of the Contract is that it is designed for a market in which block booking and blind booking flourish with all the old and evil luxuriance.

"Just how viciously the American Trade is organized is clear from the fact that the exhibitor is expected to rejoice in the fact that the films for which he contracts will actually be delivered to him. These films must now be identified either by letter or by the names of stars, and if postponed in issue must be delivered on a later date.

"On the other hand, the Exhibitor's choice of dates is strictly limited. He gets four weeks' notice of dates available, with a fortnight's range for each film and if he fails to notify his selection the distributor has the right arbitrarily to do it for him.

"Nothing here, you will observe,

about single-picture booking or of 'subject to viewing' clauses. The American producer's aim is to get out all his films, good, bad and indifferent, and the Uniform Contract is, with all its look of concession, designed for that end over and above everything else.

"It makes no attacks at all on the fundamental evil of the American Trade—that films are treated, not as works of art, but as manufactured goods to be handled in bulk.

"And the concessions are not so wonderful, after all, when they are examined closely.

"Some noise has been made about the privilege extended to the exhibitor of assigning contracts if he sells his theatre. It is pointed out with a flourish that he can do so without the distributor's consent. There is no flourish at all about the tail-end of the clause, which states that he remains liable for the contracts!

"The 'Confirmation' period is reduced, distributors having to accept contracts in 7 or 10 days, according to territory, and there is another 'concession' in regard to payment. The theatre owner is asked to put down his money three days in advance of shipment of the film by the renter, instead of seven!

"So much for the exhibitor's end of the bargain. If one looks at the 'Uniform' Contract through the distributor's eyes there are quite a useful little lot of saving clauses.

"The distributor is bound to deliver the films in the schedule—unless the 'failure of the producers of any such photoplays to make or deliver them' makes the obligation awkward. In that case he is automatically exempted.

"We wonder how many producers will 'fail to produce or deliver' in 1923 if the distributor, for one reason or other, finds it awkward to fulfill his contract with the exhibitor?

"The carriage on films is paid both ways by the exhibitor.

"The deposit clause remains as a safeguard.

"Damage by loss, fire, etc., is penalized at the fixed rate of six cents a foot (at par, threepence a foot—well above the price for which brand-new prints can be secured in England, at any rate).

"Who would not be an American distributor?

"This document reaches London at a time when the British Trade is also concerned about the Contract and when exhibitors are inclined to think some renters' conditions too onerous. But how does the British exhibitor

stand, as compared with the American?

"There is no reason, apart from his own foolishness, why he should book a single film without seeing it.

"He is under no obligation, save his own convenience or financial advantage, to book more than one film at a time. If a series booking looks a bargain, he has the power, and is increasingly using it, to make each date 'subject to viewing.'

"He pays no deposit on signing, and he pays after playing the film, unless his credit is doubtful.

"Whether he succeeds or fails in his demand for still more concessions in the 'Fair' Contract, the leading fact of the British Trade is that the theatre man controls the situation.

"There is something in being a British Exhibitor!"

Schenck Signs Jack Mulhall For More Talmadge Pictures

Joseph M. Schenck has signed Jack Mulhall as leading man for the pictures made by Norma Talmadge during the coming year. Mulhall is at present leading man in Miss Talmadge's picture, "Within the Law," being made on the coast for First National release by Director Frank Lloyd. Miss Talmadge's next picture will be "Ashes of Vengeance."

John T. Fiddes, Leases Dominion, Winnipeg

John T. Fiddes, formerly of Montreal, has leased the Dominion Theatre, Winnipeg, and is showing a fine line of pictures, and is arranging a musical programme for each week as an additional attraction.

Well-Known Winnipeg Exhibitor Managing Strand

Ralph Miller, a well-known Winnipeg exhibitor, is now manager of the Strand Theatre, Brandon, George Semper, the owner of the house, having undergone a severe surgical operation.

Haskell Masters May Win Goldwyn Prize

Haskell Masters, manager for Goldwyn, Winnipeg, is making a number of big sales in the West and looks good for being one of the April prize winners offered by the company.

F. W. Crosbie Releasing "The Parish Priest"

F. W. Crosbie, having made a success with "Open Your Eyes," is now arranging for the showing of the "The Parish Priest," in Western Canada. He has opened an office in the Winnipeg Film Exchange Building.

ALBERT E. SMITH PRESENTS

MASTERS OF MEN

MORGAN ROBERTSON'S GREAT SEA STORY

A DAVID SMITH PRODUCTION

WITH AN ALL-STAR CAST INCLUDING
EARLE WILLIAMS ALICE CALHOUN
CULLEN LANDIS WANDA HAWLEY

VITAGRAPH



VIVID, stirring drama of the sea, about real men whose veins run hot with red fighting blood, shifty footed men with a ready right and left punch in defense of honor!

A story of a boy battling to master the primordial instincts of the young male to win a man's estate in the most brutal school on earth—the hell-hole forward on board a four master sailing the Spanish Main.

A love story of youth that wrings the heart.



EARLE WILLIAMS



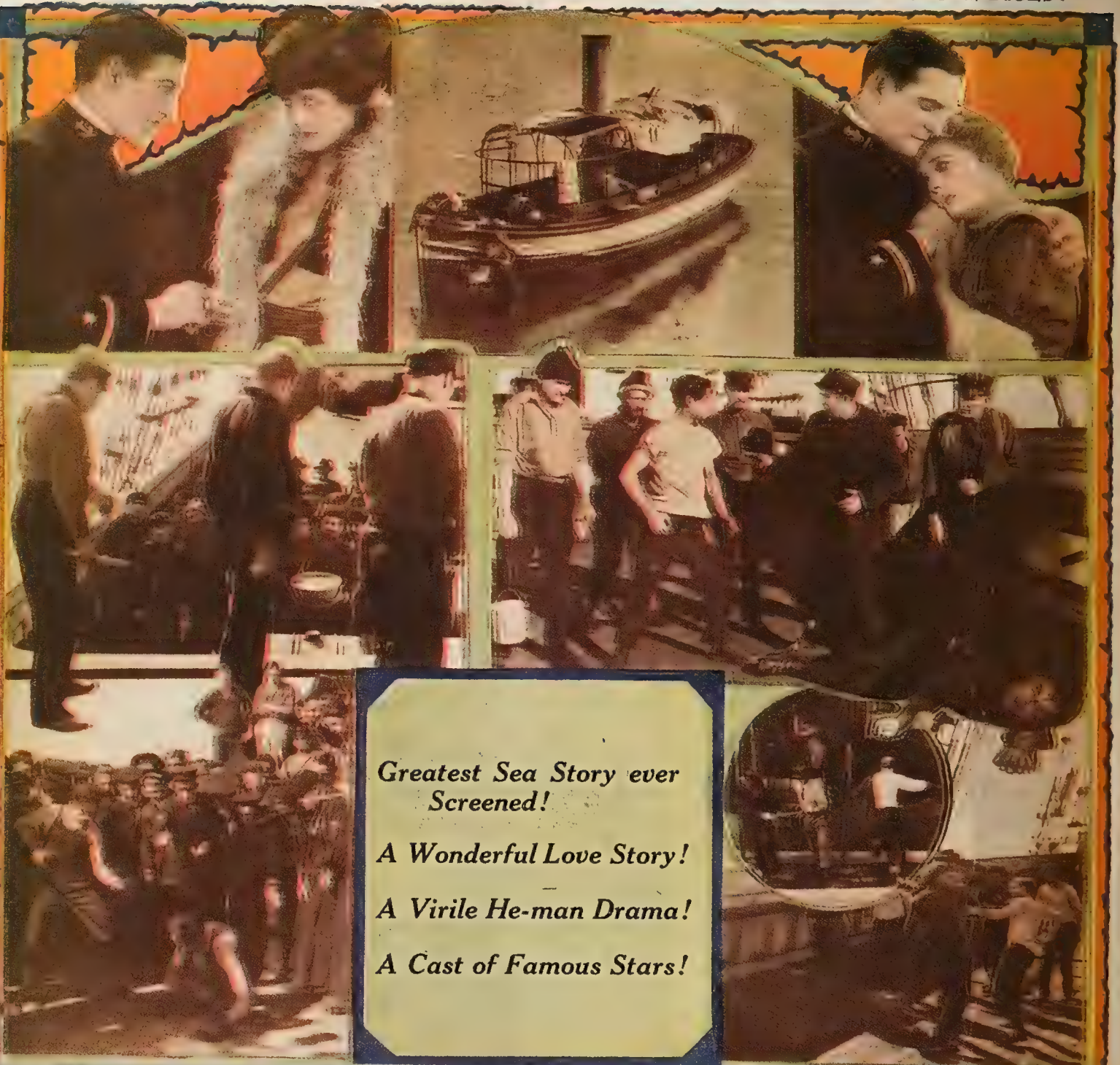
ALICE CALHOUN



CULLEN LANDIS



WANDA HAWLEY



*Greatest Sea Story ever
Screened!*

A Wonderful Love Story!

A Virile He-man Drama!

A Cast of Famous Stars!

ALBERT E. SMITH PRESENTS

MASTERS OF MEN

MORGAN ROBERTSON'S GREAT SEA STORY

A DAVID SMITH PRODUCTION

WITH AN ALL-STAR CAST INCLUDING
EARLE WILLIAMS ALICE GAVAGAN
COLLIER CLARK WANDA HAWLEY

VITAGRAPH

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NEW YORK PUBLIC LIBRARY

"MASTERS OF MEN"

by MORGAN ROBERTSON

The greatest picture of the sea ever presented.

A thrilling story of he-men, men who wear hair on their chests, whose veins run hot with red fighting blood!

A blunt, vigorous yarn of a boy's flight upward against overwhelming odds, where fight means a hard fist and prime muscle, high courage and a ready wallop!

Shanghaied! Drugged by crimps and flung insensible into the hell hole forward, where sweating, brow-beaten men live like beasts scourged to their tasks with curses and belaying pin.

The sea! The flavor of salt in the nostrils; the odor of pitch in the air, the snapping of wind-swept canvas crackling like a machine gun; the creaking, singing wood straining as she rides the high waves! All the magic and lure of adventure, the Spanish Main and sailormen!

Love! A timid boy's unspoken dream of his heart's desire; a girl too old-fashioned to offer love unbidden; a lad's sacrifice of youth's dearest possession—honor—to protect her from the shame of another's crime; the confusion of bitter misunderstandings that threaten life-long broken hearts!

The Navy's bluejackets! Fighting men; what they think and how they live; their loyalty and cheer and youth, eternal, living, fighting youth! The careless devil-may-care sailorman, incorrigible, loyal; impudent and loveable!

Romance! The sea spells romance. Red sunsets turn green waves to crashing mountains of blood; noon suns spread gold upon the bosom of the sea, gold that beckons and calls to youth to gather its riches; never-ending mirages of golden bowls at rainbows' ends. And, the sea gives no riches; only character and manhood, bitterly squeezed out of its cold, hard business.

Wholesome, clean, healthy! A boy's life of adventure, free from tawdry conflicts and sex illusions, based on fact gathered by one who served among men, who loved men, who admired men and who wished youth to so live that he might become a man! The trash of silly, social temptations has no place in this story of a boy who became the master of man.

Dick Halpin is the lad you wanted to be; and I wanted to be! He's the fellow we dreamed of, whose fighting courage we envied. He's the boy that assumed another's petty crime and ran away to sea to live it down, that the girl he loved might not be shamed and humiliated by the revelation of her brother's weakness. He's the fellow you and I used to talk about; that lad of strength and honor we built with boyish imaginations up in the haymow, or while idling with a home-made fishin' rod down by the creek. He's your kind and my kind and because we had fathers and mothers to make our way easier we never managed to be him; but we wanted to and we'll live our dreams again with Dick Halpin in this vivid, living story, "Masters of Men."

A master of men wrote this great sea tale. A man whose life was as hard as the diamonds he cut and who never wrote a line until he had lived beyond an average man's age; a man who took a beating at the hands of a brutal second mate with a smile, and who administered a beating with equal cheerfulness; a man who knew the sea and a sailorman's life; who criticized rightfully Kipling and wrote his first sea tale to prove that a man who knew the sea could write a better story of the sea; a man who earned little by his pen and who starved while he wrote; the greatest writer of sea stories in all literature.

Morgan Robertson, a master of men, wrote the last word in thrilling sea stories when he wrote "MASTERS OF MEN."

FIFTY-FOUR EDUCATIONALS LISTED NATIONAL BOARD MOTION PICTURES

FIFTY-FOUR Short Subjects released by Educational Film Exchanges, Inc., are listed in the catalog of Selected Pictures just issued by the National Board of Motion Pictures. Seven of these Short Subjects are classified as "especially well done."

Every Educational Pictures Special released during the period covered by this catalog of subjects recommended for "The Family Program, Young People and Special Entertainments," is given this formal approval by the National Board. These include "The Battle of Jutland," "The Enchanted City," by Warren A. Newcombe, "How To Grow Thin," "Man vs.

Beast," the thrilling African hunt picture, and "Via Radio," produced under supervision of Scientific American.

Seven Wilderness Tales by Robert C. Bruce are listed, as are eight of the two-reel "Adventures of Sherlock Holmes," from the stories of Sir Arthur Conan Doyle, five Tony Sarg's Almanacs, eleven Christie Comedies, three Torchy Comedies, three Campbell Comedies, three Mermaid Comedies, two Hamilton Comedies, three Earl Hurd Comedies, two Toonerville Comedies by Fontaine Fox, one Lyman H. Howe's Hodge-Podge, and one Selig-Rork Photoplay.

RUDOLPH VALENTINO'S APPEARANCE ARENA, TORONTO, NEARLY PACKED

RUDOLPH VALENTINO and Winnifred Hudnut Valentino, appeared in a dancing act at the Arena, Toronto. The house was practically sold out. Seats ranging from \$1.00 to \$2.00. A dancing contest was introduced in which a cup was bestowed upon the winner—as it happened, Mr. E. C. Sydney and Miss Ethel La Fontaine won the prize. It was a case of age and youth. Miss Fontaine, representative of youth,

and Mr. Sydney had long past the "dangerous age" limit. But it was the beauty contest which attracted nearly seven thousand people into the arena, and when Valentino crowned Miss Norma Niblock, Queen of Beauty, it met with the unanimous approval of audience and judges—of course the piece de resistance was "The Four Horsemen" Tango, introduced by the dashing Valentino and his pretty wife.

AUTHOR OF 'THE COVERED WAGON' EMERSON HOUGH, HAS WRITTEN VITAGRAPH'S 'THE MAN NEXT DOOR'

"THE Man Next Door," by Emerson Hough, author of "The Covered Wagon," has a thrill in it that Victor Schertzinger, the director, says is unequalled in any picture of the West ever screened. The scenes are of a round-up on the ranch of Col. Wright, father of the heroine in the story, and were shot at Victorville, Cal., on the Palo Verde ranch. Other efforts have been made to photograph cattle round-ups but the detail direction bring these scenes out with cameo-like fidelity. Five thousand head of cattle were used in this round-up, which was especially staged by the owners of the Palo Verde ranch for Mr. Schertzinger. Fifteen cameras were used in taking the scenes and they were placed behind safety barricades in the very center of the on-rushing steers. Some of the cameras

were upon elevations. Some shot the scene from distant hills and others were placed in specially constructed concrete safety cellars and shot the onrushing cattle from below. About twenty-five thousand feet of film was exposed in obtaining this one sequence. Cameramen were ordered by Director Schertzinger to crank continuously during the drive of the cattle. The cowmen of the ranch were used in the round-up and the episode promises to be the most realistic round-up scene ever filmed. The cast is an important one, including Curley, the ranch foreman; Frank Sheridan, Jimmy Wisner, "The Man Next Door"; James Morrison; Colonel Wright, ranch owner; David Torrence, Bonnie Bell, Col. Wright's daughter, Alice Calhoun.

"Mighty Lak' a Rose"

Receives Praise

From N.Y. Critics

"Mighty Lak' a Rose," the first National picture, which is receiving so much favorable comment wherever it has been booked in Canada, received the endorsement of the critics of the New York newspapers, because of its human appeal, the superior quality of the production made under the direction of Edwin Carewe, and the fine acting, before it was released here.

Excerpts from some of the reviews follow:

Beauvais Fox in the Tribune: "The picture gets you, and most of all the girl gets you. She has that mysterious and indefinable appeal that is summed up as screen personality. She is of the Blanche Sweet and Lillian Gish type, and is a real find for the screen."

Evening Telegram: "Mighty Lak' a Rose," Edwin Carewe's latest photoplay, is just about as pretty a love story as has been unreel on Broadway in a long time. It has a touch of human interest seldom seen on the screen and at times a lump comes up in your throat, only to be swallowed when something humorous is shown. Miss Mackaill is a splendid screen actress, and throughout the picture she plays the difficult role in finished fashion."

Evening Mail: "Edwin Carewe the director, it seems, believed that the song which enjoyed a long term of popularity, if made the title of a picture, would bring many into the theatre. No doubt it will, and goodly number of those who see it will weep at the trials and tribulations there set forth."

The Sun: "The picture does work up interest and is very, very well acted. Its effect (referring to the big scene) is very probably due to the fragile beauty and excellent acting of Dorothy Mackaill, as the blind girl. Here is a really beautiful performance. The ending of the picture is effective."

"Souls For Sale"

Booked At Allen

Famous-Players report that "Souls for Sale," the big Hollywood picture, featuring practically every star in filmdom with the exception of Douglas Fairbanks and Mary Pickford, will show at the Allen, Montreal, shortly. The picture was given a private screening at the Court Theatre, Montreal, recently, and gained much attention from exhibitors.

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\$2.00 a Year.



Scene from "The Greatest Menace," showing at Strand, Toronto, week of April 23rd.

"Robin Hood," Capitol "Smashes Up Records"

The two weeks' run of "Robin Hood," at the Capitol, has broken practically all box records in Montreal. On the first day of the opening, a Sunday, it is estimated that 8,000 people saw the picture, and this, despite the fact that a Chaplin picture was running simultaneously at four other theatres. Even at matinees there was not a seat vacant in the house and for each showing there was an immense waiting crowd ready to take the places of those who had left. Many people came to see the picture twice and three times, so enthusiastic was its reception. There is a proviso that "Robin Hood" will not be seen again in Montreal, before three months.

"Bella Donna" Showing Capitol, Montreal, Soon

Famous-Lasky announce that "Bella Donna," the latest Pola Negri picture, will be showing at the Capitol, Montreal, shortly.

Valentino, "The Big Noise" in Montreal

The big noise in Montreal, over the week-end was the appearance of Mr. and Mrs. Rudolph Valentino, at the Mount Royal Arena. A feature of the show was the address by Rudolph, which was broadcasted all over Montreal and district. In addition to this, there was a very clever piece of advertising work put over by Famous-Lasky, who are promoters of the enterprise, with Tommy Conway, acting as advance agent. This was to have La Presse broadcast the notice of the show all over Montreal, and the whole Island of Montreal the night before it appeared. This greatly added to the receipts and went far to fill the arena which is capable of holding some ten thousand people.

"Borrowed Troubles" F.B.O., Carter De Haven

"A dollar down and the rest when you catch me," installment plan is the theme of the new Mr. and Mrs. Carter De Haven, domestic comedy, "Borrowed Trouble." Another family's baby also figures largely in the plot of this new release of the F.B.O., which Educational are releasing in Canada.

Harry Carey's very latest picture, "Crashing Thru," is now released to the theatres in your territory through Educational. If you like your photodramas with pep, dash, thrills and a little water stuff (put there to satisfy the prohibition element) be sure and see this. The production is typically Carey. It is considered one of his best screen efforts," so writes the publicity man of F.B.O.

EXHIBITORS

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The Literary Digest

PRESENTS

FUN from the PRESS

Distributed by W. W. Hodkinson Corporation

THE TORONTO DAILY STAR TIES VITAGRAPH'S 'FOUR SEASONS' AND ALPHABETICAL ZOO WITH ANIMAL CONTEST

A MOST unique tie-up has been arranged for Vitagraph's "Four Seasons" and "The Alphabetical Zoo," with Toronto's leading Daily newspaper, which is running a Zoo contest. In addition to the excellent publicity which this tie-up is giving Vitagraph, the Star has in addition to its contract, for four seasons, again contracted "The Four Seasons" and "Alphabetical Zoo" for four more afternoon showings. Considering the fact that the Star is paying real money for these features and giving them publicity which thousands of dollars could not buy, exhibitors should be satisfied that in the "Four Seasons" they have an attraction which is all that has been said of it, in previous editorial comment in The Digest.

Every man, woman and child should see "The Four Seasons." It will remain among their most pleasant memories. For the children it is a source of education unrivalled, for it entertains not only the eye, but the brain. However, all this I have said to you before. The following is what the Star has to say about this feature; and when a newspaper sponsors an attraction, using such phrases as: "We saw the picture ourselves yesterday, at a private view, and can tell you it is one of the finest things, and one of the most entertaining, we ever saw anywhere," is this not the "proof of the pudding" without further argument?—(Editor.) Review follows just as it was published in the Star:—

'FOUR SEASONS' SHOWN FOR WOMEN AND CHILDREN

Entertaining and Artistic Film, Showing the Life and Fun of Animals, to Be Given First Toronto Performance by The Star—No Charge.

ALSO "ALPHABETICAL ZOO"—ANIMALS A TO Z

On Wednesday and Thursday of this week, The Star has the privilege of offering the children of Toronto and their mothers, a wonderful treat. It gives The Star great pleasure to think that it can provide such a treat without any cost to the children and their mothers.

Dr. Raymond L. Ditmars, curator of the New York Zoo, whom we met down there last week, has supervised the production of a beautiful moving picture, in four reels, called "The Four Seasons." This film, one of the most artistic and entertaining ever produced, shows the life of animals, flowers and nature in general, in spring, summer, autumn and winter.

"The Four Seasons" had its first showing at the Rialto Theatre, one of the leading theatres in New York. It was packed to the doors at every performance, with high admission prices charged. The New York critics were unanimous in their verdict that this time a thoroughly artistic and entertaining film had been issued.

You will be able to see this moving picture without any charge at all, on

Wednesday and Thursday afternoons.

You will also see another moving picture, "The Alphabetical Zoo," with pictures of animals all the way through the alphabet from "alpaca" to "zebra," from A to Z.

HELP YOU VOTE

By seeing the "Four Seasons" and the "Alphabetical Zoo" you will get a good look at a number of the animals in The Star's list you are voting on for our own Toronto Zoo. Go to the theatre nearest you on Wednesday or Thursday, see these animal pictures, and get new suggestions on how best to vote.

You'll see camels and elephants, emus and hippopotami, llamas and white peacocks, rhinoceroses and yak, besides all sorts of other animals not on our zoo list.

The animals The Star is buying for the zoo are to be your animals, presented by The Star for the children. It is important that you should have every opportunity to vote right. See these beautiful and entertaining pictures, and get the best ideas on how

to vote. Then vote often for your favorite; every day.

The Star is able to give you this unusual treat through the kind co-operation of the Vitagraph Company, which controls "The Four Seasons" in Canada; the Allen theatres, which are letting us have Allen's Danforth on Wednesday afternoon, and the Famous-Players' Canadian Corporation which are letting us have their Oakwood theatre, Oakwood avenue and St. Clair, on Thursday afternoon.

This is the first time "The Four Seasons" has been presented in Toronto. It will be one of the movie events of the year.

Here is the program:

Wednesday afternoon, Allen's Danforth, Danforth and Bloor:

2.30—For women and children.

4.30—For children only.

Thursday afternoon, Oakwood Theatre, Oakwood and St. Clair:

2.30—For women and children.

4.30—For children only.

You remember what happened the last time The Star gave you a big party, a couple of months ago, when George McManus drew Jiggs and Maggie for you. You'll never forget the crowds on those days, will you?

Mothers, don't think of waiting to wash your dishes after noon on Wednesday or Thursday. Your family will give you an afternoon off. Take it early and get to the theatre as soon as you can. Bring the smaller children, who don't go to school yet, with you. They'll like to see the wonderful moving pictures of animals and birds, and you'll like them, too. It will give you a fresh idea of the beauty of the world.

And school children, the minute you get out of school on Wednesday or Thursday, make for those theatres to avoid, if possible, the worst of the crowding. You'll see one of the finest movies you ever saw in your life, exciting enough to keep you on the edge of your seat, beautiful enough to make you dream of lovely things for a month, and funny enough to make you roar with laughter.

There will be good music, too.

And the cost to you will be absolutely nothing. This is a free treat for the children of Toronto and their mothers. You deserve it, and we're going to give it to you.

To see "The Four Seasons" is like living a year in an hour, but growing only one hour older. Think of this. Isn't it worth while?

We saw the picture ourselves at a private view yesterday, and can tell you it is one of the finest things, and one of the most entertaining, we ever saw anywhere.

The story opens in the spring with the first breath of animal and plant life. These spring pictures will be

'THE GREATEST MENACE'

PLAYS RECORD BUSINESS

"THE Greatest Menace," which opens at the Strand, Toronto, for an indefinite run, week of April 23rd, opened at the St. Denis, Montreal, for its first showing in Canada, March 30th. The booking was for three days but the picture was held over for seven days longer. A record business of \$17,000 in 10 days was obtained.

Following the St. Denis, this feature played the Orpheum, being, it is said, the first picture to play this theatre, which is a first-run house, after a previous showing.

Following this engagement "The

Greatest Menace" played Crystal Palace and Regent simultaneously with the Orpheum. Three houses same day and date.

In Toronto, "The Greatest Menace" opens at advance prices. Following this engagement it will be road showed on percentage or straight rental basis.

Mr. Kaufman, who was instrumental in the production of this picture, has had this idea simmering for over a year, and judging by the results, it is another example of his "big ideas."

"Exit Stranger" and "Small Change" Educational-Cameo Comedies

Director Fred Hibbard has completed the next two Educational-Cameo Comedies, "Exit Stranger," and "Small Change." Virginia Vance is supported by Cliff Bowes in "Exit Stranger," and by Billy Eugene in "Small Change."

Jimmie Adams Featured "Green As Grass"

Jimmie Adams, the latest featured comedian to be engaged by Al Christie has been featured in Mermaid Comedies, distributed by Educational, and his alliance with Christie Comedies presents him on the same comedy program, since all of the new Christie Comedies are released through Educational in the United States and Canada.

"Green As Grass," the new comedy in which Adams is featured, is a rural type of picture, with scenes at the County Fair. In the production is also Charlotte Merriam, Earl Rodney, Ward Caulfield, and William Irving.

Scott Sidney made many of the scenes for the picture at the famous old race track of the County Fair Grounds at Riverside, California.

To Chicago Convention May 19th to 26th

Motion picture theatre owners of America will hold a big convention in Chicago, at the Coliseum, from May 19th to 26th inclusive. It looks like "Big Doings." Hotel reservations on application to National Office of Motion Picture Theatre Owners of America, 132 West 43rd St., N.Y. City, or to Chicago Office, Hotel Sherman. Exhibitors are requested on reaching Chicago, to be sure and register at Registration Office Coliseum.

W. S. Jones

Reported Strikes Oil

W. S. Jones, former manager of the First National Exchange in the Winnipeg district, who left the city five months ago for the California oil fields, where he had a good proposition, is now on the road to wealth, it is reported, and has put his Winnipeg friends in a position to make considerable success.

"The Man From Glengarry" Gets Excellent reports

Ernest H. Bowman, representing the Ernest Shipman Pictures, reports splendid bookings on "The Man From Glengarry," which has dates for all the important centres in the provinces. Wherever shown excellent accounts of this Canadian picture have been received. Moncton reported it a very good drawing card and the St. John showing at the Imperial Theatre, was successful, the type of picture proving good for the week-end programme.

Prominent Ottawa Citizen Passes Away

The death has occurred at Ottawa, Ontario, of Andrew Holland, a pioneer resident of the Canadian Capital, and for years an official of the House of Commons staff. One of the prized possessions of the late Mr. Holland was a personal letter from Thomas A. Edison, complimenting him on the success of the first demonstration of the Kinetoscope in New York City, almost 30 years ago, the projection machine devised by Mr. Edison, having been used by the Holland Bros. during the early days of moving pictures. The deceased had also demonstrated Edison's projector in Canada and Australia. Mr. Holland introduced the use of the typewriter in several Canadian cities.

"The Four Seasons"

(Continued.)

especially pleasing, for we're all tired of winter now, and it is such a relief to see in advance what we shall really see in three or four weeks, the full coming of the springtime.

When the sun brings the frost out of the ground you'll see, in the pictures, an amazing thing happen to the big buck deer. His great horns grow weaker and weaker at the base, and then topple off his head, much to his surprise. Then the little baby fawns come, and you will see them, on their wobbly legs, trying to climb a hill.

You'll see the beginnings of frogs just like a lot of lace, gradually growing into tadpoles, and then into fat bullfrogs singing their croaking songs.

You'll see baby bears running about and playing with their mothers. You'll see camels with two humps that you can ride on, and you can see elephants getting a bath.

You'll see what happens to these animals in the summer, and the autumn and the winter. One of the most amazing things you'll see is a woodchuck lying asleep in its hole deep under the frozen ground. The zoo people dig down to its hole, and try to wake it up. They push it about and call to it, but it stays fast asleep, rolled in a tight, tight ball. You can watch its slow, very slow breathing. Nothing will waken it but warmth.

It is brought into a room of 70 degrees heat. You'll see it gradually waken up and come to life again.

You'll see beavers cutting down huge trees, and carrying branches through the rivers to make homes and dams and food for themselves.

You'll see the sun shining on the land; you'll see spring rains pouring down on the earth; you'll see the black thunderclouds of summer, the drifting snows of winter. And through it all will run and skip the dear animals you love. You'll see them eating and sleeping, working and playing.

And while you're seeing them, remember that there will soon be new animals at the zoo, your very own and that you have a chance every night to vote for whatever animal you love best.

The place to see all these glories is Allen's Danforth, on Wednesday, and the Oakwood Theatre on Thursday.

Will you be there?

Your answer comes in torrents, "We will be there!"

Have You Sent in Your Subscription?
\$2.00 a Year.

Early Reports from the Front

on

"Dough and Dynamite"

with

Charles Chaplin

The first print of "Dough and Dynamite" was sent to an impatient customer even before the "paper" or lobby display was ready. Though every wise exhibitor knows how important the *presentation* is.

Within forty-eight hours after he got his print we began to get telegrams. Here are one or two excerpts:

"Booked 'Dough and Dynamite' for all next week at

"Showed 'Dough and Dynamite' to and he booked it for a week Going well; getting a lot of contracts."

"..... and both very much impressed with this comedy."

Note, please, that these are first-run houses—with a solid week's run.

As we have said before—this isn't a *cheap* picture, nor a *cheap* production of a good picture.

It's a picture that is a credit to the screen of the finest houses in the country. And a lobby display that for smartness and novelty hasn't been touched in the picture business.

Put out on a *business* basis that makes money all along the line.

TRI-STONE PICTURES, Inc.

OSCAR A. PRICE, President

H. E. AITKEN, Vice-Pres. and Gen. Mgr.

565 FIFTH AVENUE, NEW YORK

'CHAPLIN AND CHAPLIN' MAKE A MOST SUCCESSFUL TEAM

UP at the Tri-Stone offices this week there is a satisfied and extremely busy atmosphere. The first print of "Dough and Dynamite" went out to one of the State districts last week and was immediately screened for important exhibitors. Apparently, the sceptics lost out all along the line, for city after city has booked a full week's run at its leading house, and the rest

are awaiting arrangement of dates.

As one exhibitor put it, "the best people in town come to my house; they haven't ever seen this picture—but if they had, they would fill the house again. It's great stuff—and Syd Chaplin's new titles not only bring it up to date, but make it funnier than ever. He is as ridiculous in the head as Charlie is in the feet."

The Tri-Stone report that the new paper and lobby showing hadn't gone out when they began getting these telegrams and reports of bookings. The print had to stand on its own feet. The way this film has been handled shows an entirely new touch in the business and the trade is watching the outcome with more than usual interest. There are millions of dollars' worth of negative in vaults eating up storage fees that may be turned into money by the success of this venture of Messrs. Aitken and Price.

Not that there is anything new about the re-issue business. The point is that "Dough and Dynamite" isn't in the usual sense a re-issue at all. It wasn't produced with the idea of cheapness. Quite the contrary. The production is most costly and elaborate. Money is being spent freely for art work and various production stunts that would do credit, it is said, to a hundred thousand dollar picture. The negative is clean and bright—the printing perfectly done in the most expensive way on tinted stock—and the publicity new and daring. In other words, the picture is frankly put out in competition with the latest productions. And Messrs. Aitken and Price do not seem to be alone in the belief that foot for foot there are as many laughs in "Dough and Dynamite," "Caught in a Cabaret," "His Trysting Place," and other Keystone Chaplins as in the best comedies that are being made today.

Certainly there is room for worthwhile comedy well exploited. Many of the fine first-run houses have never shown these pictures, and from first reports they seem to appreciate what can be done with them.

We shall keep our readers informed as to the progress of this interesting step in the motion picture business.—Tri-Stone Comedies.

"Westbound Limited"

Emory Johnson's Latest

Emory Johnson's latest thriller, "Westbound Limited," has been completed and the first print on this gigantic railroad production reached the New York offices of the F.B.O. last week. This is Mr. Johnson's third big super-special for this company and incidentally the third big picture of this organization that stars Ralph Lewis. The other two Johnson productions were "In the Name of the Law," and "The Third Alarm," now being released in Canada through Educational.

A Paper Can Only Be As Successful As Its Reading Public Make It. Have You subscribed to "The Digest"?

NO TEMPORARY INJUNCTION GRANTED EDUCATIONAL TO CONTINUE USING 'ADVENTURES OF SHERLOCK HOLMES'

THE Appellate Division of the Supreme Court of New York, in a decision handed down a few days ago, has affirmed the decision of Justice Francis Martin in the Supreme Court, refusing a temporary injunction in the action brought by William Gillette, Charles Frohman, Inc., and Alcet Enterprises, Inc., against the Educational Film Exchanges, Inc., and the Stoll Film Company, questioning the right of the defendants to use the name "Sherlock Holmes" or "The Adventures of Sherlock Holmes" in connection with advertising the two-reel motion pictures on "The Adventures of Sherlock Holmes," by Sir Arthur Conan Doyle.

Shortly after Educational began releasing "The Adventures of Sherlock Holmes," last spring, Nathan Burkan, representing Gillette, Charles Frohman, Inc., and Alcet Enterprises, filed a petition for a permanent injunction against Educational and the Stoll Company. The latter, however, was never served with a summons. In August a motion was made for a temporary injunction, which was refused by Justice Martin after lengthy arguments.

It was claimed by the plaintiffs that they had the only right to the use of the name, Sherlock Holmes, through a contract made in 1897, between Conan Doyle and Charles Frohman, who died on the Lusitania, in 1915.

A stage play was written by Gillette

and produced in 1900, under the name, "Sherlock Holmes." On the strength of this contract, which the plaintiffs claimed became the property of Charles Frohman, Inc., upon the death of Frohman, the motion picture rights were sold to Essanay, in 1916, for five years. In 1921 these rights were bought for the Alcet Enterprises, and a feature motion picture was produced called, "Sherlock Holmes," in which John Barrymore played the leading role.

Production work on the first series of "The Adventures of Sherlock Holmes" was carried on prior to this. Each of these pictures was based on one of the Conan Doyle stories, and distinctly bore its title. The contract between Frohman and Conan Doyle called for a single dramatic production. It was claimed by the defendants, therefore, that the use of "Sherlock Holmes" and "The Adventures of Sherlock Holmes" in advertising this series of Short Subjects in no way infringed on any rights which the plaintiffs may have had under the old contract. Fifteen two-reel pictures have been released in the series of "The Adventures of Sherlock Holmes."

"The Sherlock Holmes" series is among the most interesting English pictures released in Canada, and made money for all the exhibitors here who had the foresight and showmanship to book them.

CRITICS UNANIMOUSLY AGREE THAT 'MASTERS OF MEN' A WINNER

EXHIBITORS and critics who have enjoyed pre-release showing of "Masters of Men," the picturization of Morgan Robertson's stirring novel of life before the mast and on board a man-of-war, by Vitagraph, are unanimous in acclaiming it as the greatest sea story ever screened. It is rated as being the "sure-fire box office winner," and one which contains an unlimited supply of audience appeal.

It is seldom that all critics find so much to praise in one picture. Not a flaw was found in the production, from the sets to the direction of the most minor detail. Indeed the detail of direction came in for generous praise and David Smith, who produced "Masters of Men," should feel highly elated over the reception accorded this masterpiece of the sea.

The reviews have not overlooked the excellent scenario provided by C. Graham Baker, editor of Vitagraph, and credit him with preserving with fidelity the genuine appealing story written by Morgan Robertson.

One critic found it difficult to adequately do justice to the picture in a single word description. So many extravagant phrases have been used in describing pictures not worthy of them that when a production of such merit as "Masters of Men" is screened the mis-used appellations of critical praise seem lame.

The cast headed by Earle Williams, Alice Calhoun, Cullen Landis and Wanda Hawley, was credited with fine acting and as having been selected with rare discrimination for each player's fitness for the role to which he was assigned.

Film Daily said:—

"Here is one with a genuine wallop. It contains an unlimited supply of real audience appeal, the sort that starts them talking about the picture and brings others in. It is distinctly the treatment given the story and the wealth of realism and excellent detail that makes the piece absorbing. Vitagraph's latest production looks like a sure thing for the box office."

From Harrison's report is taken the following:

"If the word 'knock-out' had not, on account of constant use, lost its power of expression, it could be used to denote the exact quality of 'Masters of Men'; but such word will not do the picture justice now. Besides being interesting, appealing and thrilling, it is also refreshing, because different. It is a story of the sea, and surpasses any picture of this kind that has ever been produced. It is not of the manufactured kind, but one in which the characters breath and think. The picture should have universal appeal."

And the Motion Picture News said:

"Vivid and vital and rich in its patriotic glow is 'Masters of Men,' which is sponsored by Vitagraph—a picture which this company may well feel proud of since it carries all the qualities which mark success. In the first place it is an adaptation of a vigorous story by Morgan Robertson, and features a character study of a young American who found romance and adventure in his search for his soul. In fact the picture presents a double romance, plenty of conflict, a climax which moves with effective dramatic force. The picture carries a punch, dramatic flavor, romantic interest, atmosphere and fine acting. It is a box office bet, realistic and sure-fire in its appeal."

The Moving Picture News said: ..

"For vivid action and primitive appeal it would be hard to improve on 'Masters of Men.' Vitagraph has, in this, an irresistible attraction to those who like stirring pictures of the sea."

The Morning Telegraph critic said:

"It is the story of a two-fisted, red-blooded boy with a fine sense of honor, who grows into a regular he-man. He has an abundance of hard knocks, but splendid courage and a handy pair of fists bring him to a happy fade-out in the arms of his sweetheart. It is not a Sunday school picture by a darned sight, but it is untainted by the F. Scott Fitzgerald atmosphere. It shows us real ships and real men and the battle scenes are interesting."

Watch Out For
A Front Page Story

The Truth About Gorham

HODKINSON PROGRAMME PRESENTS MANY INTERESTING FEATURES

THE Hodkinson programme, headed by that most unique and inspiring contribution to the screen, "Down To The Sea in Ships," presents many interesting features. "The Kingdom Within" is a Victor Schertzinger picture. The beautiful shots are among its noteworthy features. Prominent in the cast are Russell Simpson, Pauline Starcke and Gaston Glass.

"The Headless Horseman," is an A. C. S. Clancy production, featuring Will Rogers. The story is adapted from Washington Irving's great classic, "The Legend of Sleeping

Hollow."

"Bull Dog Drummond," is an original story by "Sapper" Carlyle Blackwell and Evelyn Greeley are prominent in the cast.

"The Second Fiddle," presents Glen Hunter, supported by Mary Astor.

"While Paris Sleeps," is a Maurice Tourneur production, presenting Jack Gilbert and Lon Chaney.

"Dollar Devils," directed by Victor Schertzinger, features Joseph Dowling, Cullen Landis and Eva Novak.

SPORTING REGIONS OF CANADA ASSOCIATED SCREEN NEWS SERIES

A SERIES of scenic and adventure pictures made in the sporting regions of Canada, is announced for release in the current season by B. E. Norrish, general manager of the Associated Screen News, Ltd., of Montreal.

Eight of these subjects are now complete and the editing of the negatives of the remainder of the series is in progress at the Associated's big plant on Mayor Street.

The titles of the pictures now ready have a box office lure about them, calculated to arouse an interest justified by the subject matter.

"Trophies of a Screen Chase," one of the eight current releases, is from

the work of a dozen cameramen scattered over the Dominion, a picture of the game animals of the Canadian Rockies has been assembled. They are the creatures of the wild pictured in their own wild environment. Two years have been spent in collecting these scenes, which could only be taken as luck and the whims of the wilderness actors happened to favor the cameramen. Extraordinary pictures of mountain sheep, goats, buffalo, and deer are included, along with some of the feathered folk of the wild.

The picture was reviewed in March 31st issue of The Digest. Universal are handling the distribution.

What is "A Card?"

Arnold Bennett Explains

Arnold Bennett, who wrote the novel of that name, described the character as "that most admired type in the bustling industrial provinces."

In general parlance, a "card" is regarded as a quaint, yet cute, person, always doing unexpected things which arouse either amusement or surprise, or both—a pushful, half-comical, resourceful sort of a fellow.

It is an interesting social type, and Mr. Bennett's story dealing with just such a character is, according to his own statement, one of the two most popular of the twenty or so famous novels he has written.

The production derives a double interest from the fact that the leading part is played by the brilliant comedian of "Co-optimists" fame, Laddie Cliff, and that the well-known heavyweight champion, Frank Goddard, is introduced into the story and gives typical examples of his prowess. To be released in Canada through Educational.

\$15,000 Taken in

"Robin Hood," Capitol For First Week

"Robin Hood" played at the Capitol, Winnipeg, the week of April 2nd, and broke all records for attendance and receipts, about \$15,000 being taken in the first week. Manager John Hazza had arranged a very appropriate prologue, the Ionic Quartette, of Toronto, singing several numbers with a background of Sherwood Forest, the singers being dressed as Robin Hood men. This was followed by Pola Negri in "Bella Donna," the week of the 16th. "Safety First" is the April 23rd feature.



"THE
CARD"

"The Card's" mother wants to know why he was out so late.

Thomas Hopkins Manages Famous-Players' House Province Doing Well

The Province Theatre, which is now a Famous-Players' house, in Winnipeg, is managed by Thomas Hopkins, recently of Port Arthur, and well-known on the Griffin circuit. Through his experienced showmanship a much greater business is being done with such pictures as "The Ninth Commandment," "Adam and Eva," and "Bulldog Drummond," all first-run in Winnipeg. An orchestra has been added and organist plays from 11 to 7.30.

Mgr. L. Straw, Starland Organized Walter Dolman Boosting Theatre To Success

The Starland Theatre, Winnipeg, which gets second runs directly after the Lyceum, is doing a capacity business. This is the third finest theatre in Winnipeg and is located towards the north of the city, but seats 1800 people. L. Straw, the manager, and Walter Dolman, the organist, have a great deal to do with big success.

F. R. Pursel Film Reports

"Orphans of The Storm." 12 reels. D. W. Griffith, United Artist. Story great. Title good. Lots of scratches on film. Remarks: A wonderful picture but business only fair, owing to 50 cent admission.

"A Woman's Woman." United Artist. Mary Alden. Reels 8. Condition, story and title good. Remarks: A little long, but nevertheless a good picture.

"Do and Dare." Fox, Tom Mix. Reels 5. Title and condition good. Remarks: The poorest Tom Mix, picture to date.

"The Balloonatic." First National. Buster Keaton. Reels 2. Condition A1. Title good. Remarks: Buster Keaton's best comedy to date. This one and "The Boat," his best.

Mgr. Golding Reads Signs of the Times Added Attraction, Imperial

The Imperial Theatre, St. John, with its enterprising manager, W. H. Golding, has introduced an added attraction to the usual programmes. This consists of a short musical programme carried out between the two shows in the evening. Local talent, of which St. John possesses an unusual amount, was called in for these brief concerts and the innovation has been greatly enjoyed by the Imperial patrons. One such concert was given recently and consisted of selections played on two grand pianos by Mrs. Kent Scovil and Miss Beryl Blanch. Another was vocal solos by a tenor.

CANADIAN MOVING PICTURE DIGEST

MFLA
+
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Completes.

30 full page advertisements in the Saturday Evening Post will help you sell First National Pictures to your public.

More than Twice a Month First National will attract attention to its product in such a way that it will assist the small and big exhibitor.

Leading the Field
in
Production

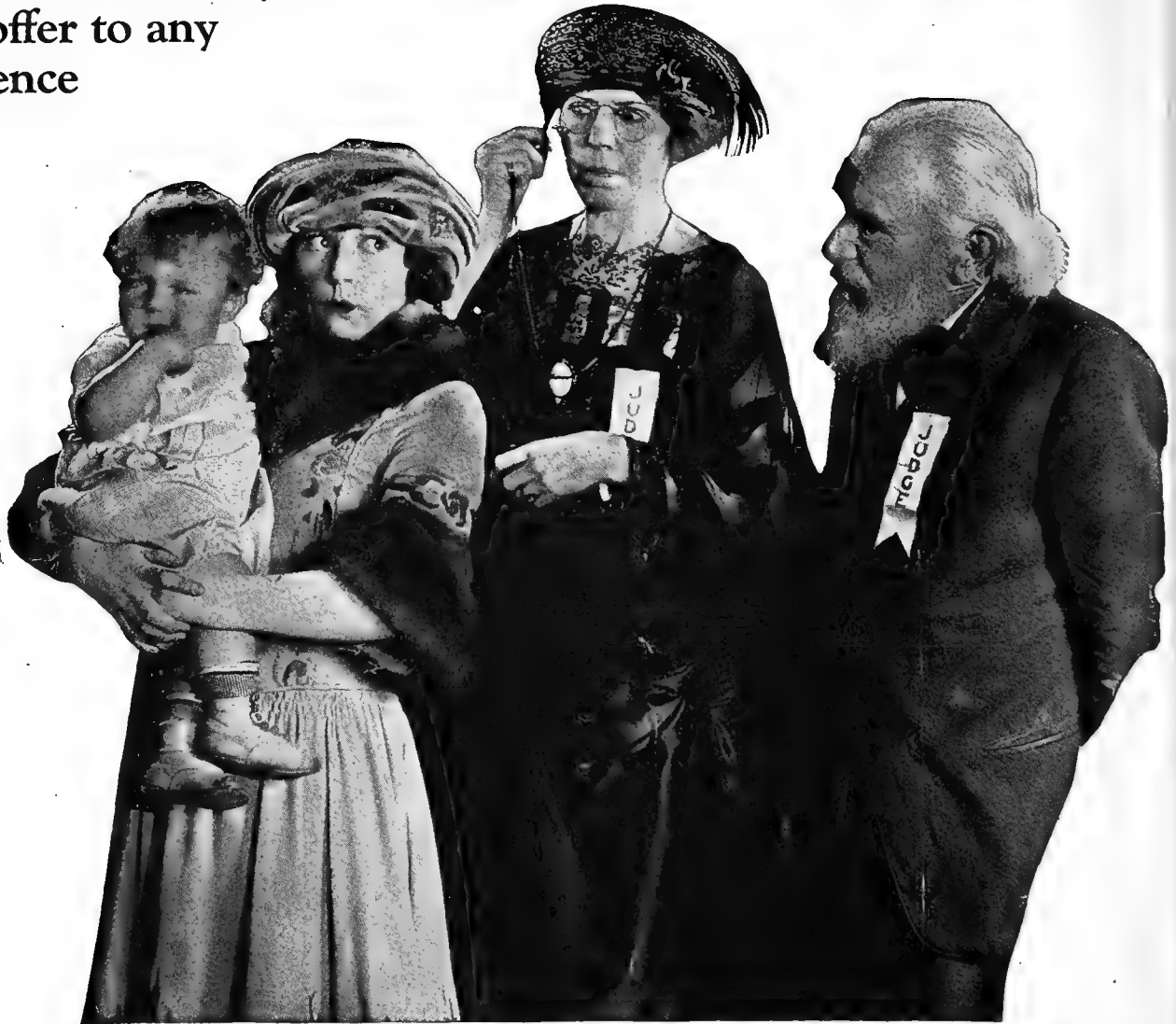


Leading the Field
in
Entertainment

TORONTO, CANADA,
APRIL 21st, 1923

Christie Comedies

As good all-round
entertainment as you
can offer to any
audience



"BABIES WELCOME"

Featuring DOROTHY DEVORE with an entire
baby show

*"There has been no equal to this comedy, for all-round appeal
and general merit, in some time."*—MOTION PICTURE NEWS

Other Current Christie Comedies That Entertain the Whole Family

"HAZEL FROM HOLLYWOOD" with Dorothy Devore

"BE YOURSELF" with Neal Burns

"SECOND CHILDHOOD" with Bobby Vernon

"A HULA HONEYMOON" with Henry Murdock



Canadian Educational Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

"CANADA'S FIRSTBORN"

The
**CANADIAN MOVING
PICTURE DIGEST**

RAY LEWIS

Managing Editor

A. LEWIS

Business Manager

Subscription \$2.00
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Who Creates Demand?

"WHO creates demand?" is a vexatious question and one which is always good for an argument. A great many people contend that the public create demand, an equal number contend that the producer creates demand. In moving pictures it looks as if the producer does create demand, but gets his inspiration from the public.

We will take for instance, "Nanook of the North." The public endorsed this picture; and producers took advantage of the public endorsement, keeping the public interest alive with attractions of this kind. We have observed that this procedure has been duplicated with other pictures, each style of picture being many times duplicated until the idea lost its novelty for the public and a new idea secured public attention. Can one say in this regard that the public creates demand? Indirectly they do through their patronage, but the producers, through their product and advertising, directly create demand.

At present in Toronto, and many other centres of Canada, English pictures have "caught on." The first English picture, after a lull, was "Me and My Gal." It went over with such a decided hit that it not only surprised the entire picture trade, but the very persons most interested in its release. "Me and My Gal" was a pure gamble. Showmen said it would not go over, the public would not care for it, and the pre-release encouragement, in regard to this release, was far from encouraging. So pronounced was its success that there was a veritable stampede to release other English pictures, and these have also met with much success. It looks as if we are to have numerous English productions.

Many different degrees of comedy and drama, spectacular and costume pictures have been released and are among the forthcoming English releases. Can we say that the public have created this demand? The last time we had a run of English pictures in Toronto and throughout Canada, with the exception perhaps of the West, exhibitors could not be persuaded to buy English pictures, they claimed the public did not want them. What has changed the viewpoint of the Canadian public today, for it looks as if English pictures are popular, in

demand, in that they are grossing a larger percentage of business than foreign productions of as good quality?

English pictures are unquestionably more than 100 per cent. better than they have been, this may in a degree account for their popularity today. The puzzling part of the entire situation is that a "cockney" comedy makes a hit, the public crowd to see it, but crowd nearly as much to see an English production which is as far removed from "cockney" comedy as the sun is from the earth. We cannot account for this through the patriotic angle, for as previously mentioned the first English pictures, being poor in quality, found no one patriotic enough to continue showing them, or to attend their showing. In summing up the situation it looks as if there is a good deal of luck, or accident in finding public favor; and having found it, this favor can be retained by a continuance of the same diet. The wise showman is that one who takes advantage of a successful situation, plays with the public and is ready to try something else when the public arrive at a stage where they need extra coaxing. English pictures are popular in Canada today. Tomorrow they may not be so popular, for no other reason save that somebody has started something else and the public are trailing along.

There is only one type of man who is successful in playing with the market, the one who has vision enough and is a gambler enough to come in on the rising tide, or in the lull before the rise. "He who hesitates" in dealing with the public is indeed lost. Conservatism is an excellent balance, in dealing with staples, but the taste of the public is as fickle as the producers desire to make it, and everyone in the picture industry know how quick they are to stampede and follow the leader.

There has been a demand created for English pictures, don't stop to analyze, wherefore, or why. Select from the various offerings the type which will appeal to your particular patronage, do it while the market is keen. Don't stampede and take everything or anything. There are enough English pictures for you to make your selections. Get in on the rising tide.

—RAY LEWIS.

Before Buying Pictures Read The Digest Advertising Pages.

Go gle

MAJOR HAMILTON, ONT. CENSOR BOARD STATES PICTURES IMPROVING

THE annual report of the Ontario Censor Board shows a condemnation of 44 films. Over 31 per cent. of films passed required cutting of scenes or titles, in many cases both. The board passed 11,000,000 feet of film.

In a recent interview with Major Hamilton, chairman of the Censor Board of Ont., he stated to *The Digest* that very few films passed without some "cuts" being necessary. "Nevertheless, Moving Pictures," states Major Hamilton, "have improved. There is less sex appeal, less suggestiveness in scenes and titles, but still we find that there is an unnecessary amount of mention of exclamations like, 'I'll see you in h—, first.' Unless an exclamation in which 'damn,' 'hell,' is absolutely necessary to the plot of the picture, we cut it and will continue cutting it. Also titles which are suggestive will not be tolerated." ated."

Major Hamilton is justified in his contention. The language of the screen should be above reproach. Why waste money on footage that will only be destroyed? Each studio should have its own censor to look at the picture unprejudiced and suggest the elimin-

ation of such scenes and titles which may be questioned. If a picture is obliged to depend upon expressions like "By God," "to h— with you," or "I'll be damned," to put them over, there is something very weak about that picture.

Consideration should be given to titles which are typically expressive of a character. For instance, a character like the Sea Wolf of Jack London fame, is most likely in the face of opposition to exclaim, "I'll see you damned first," and no lady-like substitution could be offered, it would simply destroy the appeal and virility of the character and the story.

In titling pictures a very keen understanding of the needs should be exercised. Each character made to express what is typical of that character in expression, but in presenting your villainous characters, to show up to better advantage your virtuous and heroic characters, modify their language in the same degree as you modify their villainy, "Too goody" expressions, though free from the censorship censure, should also be avoided, for the public will censor these without mercy. Affect a balance, in other words, "Hold the mirror up to nature."

JAS. MORRISON ENGAGED VITAGRAPH FOR 'THE MAN NEXT DOOR'

JIMMY MORRISON, one of the best known juvenile leading man in the country, has been engaged by Vitagraph for a leading role in "The Man Next Door," by Emerson Hough, author of "The Covered Wagon," and many other successful novels. The selection was made by President Albert E. Smith just before he left the Hollywood studios to come east to give his approval to the final titling and editing of "Masters of Men," based on Morgan Robertson's great sea story which has just been most successfully released.

Jimmy Morrison has appeared in other Vitagraph productions, his last having been opposite Alice Calhoun in Barrie's "Little Minister," when he assumed the title role and Miss Calhoun was seen as Lady Babbie. He also played the leading juvenile role in "Black Beauty," appearing opposite Jean Paige, who starred in the famous screen version of Anna Sewell's classic. Those who have read "The Man Next Door," are agreed that Mr. Smith's selection is an admirable one. It already has been announced that

Victor Schertzing has been engaged to direct the special production. The cast will be an all-star one, Mr. Smith has announced, and work on the production is already under way.

Mgr. J. Kieley Nickle Theatre, St. John Newfoundland Buys Heavily

When Mgr. Jack Kiely, proprietor of the Nickel Theatre, St. John's, Newfoundland, managed to reach St. John, N.B., he headed for the Famous Players Film Service office, and manager A. B. Cass supplied Mr. Kiely with enough film to cover a year. Newfoundland, when ice-bound, makes that district a closed door, and a particular long range of vision is necessary to provide against a dark house.

Will Stewart Exploiting "The Christian," Winnipeg

William Stewart, of the Goldwyn staff, Toronto, has been in Winnipeg, exploiting "The Christian" with considerable success.

First National District Managers in Convention

The First National Sales Organization is putting every ounce of energy in its make-up to assist exhibitors throughout the country in competing with hot weather conditions.

First National has never been in such a dominating position to do this as at present, due to the high quality of the productions in the making and in prospect.

Exhibitors playing First National pictures will be aided by a mammoth advertising campaign in *The Saturday Evening Post*, with news-ads appearing in that publication every two weeks, which makes it virtually a First National house organ. This page will be supplemented by full-page splashes on the bigger productions.

In the course of Mr. Schwalbe's address at the convention held in the Hotel Astor, New York City, he remarked, "and never lose sight of the fact that it is your business to help the exhibitor in every way possible. You have got to give him practical aid to build up good will. See to it that advertising accessories are shipped to him in plenty of time to enable him to use them to the best advantage. Co-operate with him to the fullest extent."

The District Managers in convention were H. A. Bandy, Central Division; Joseph S. Skirboll, Western; Roy C. Seery, Mid-Western; Louis Bache, and W. E. Callaway, Southern Divisions.

"Man vs. Beast" Other Canadian Features Busy Around Montreal

W. E. Allen, Montreal, manager of Canadian Educational Films, reports that he is releasing two important features, "The Bishop of the Ozarks," and "Storm Swept," which are already securing important bookings. A two-reel feature, "Man vs. Beast" stood out well when shown at the Imperial there, on the same programme with Chaplin's latest release, "The Pilgrim."

Vice-President Equity In London, Buying English Pictures Reported

Equity Productions may be coming out with English productions before long. Vice-President Arnovitz of the company, is now in London, England, and is picking up some good pictures, it is learned. British pictures have had a strong run in Montreal this winter, both at the Orpheum and the Allen, and have met with considerable success. The general opinion seems to be around this city that there is plenty of room for increasing the number of these releases.

'NINETY-NINE' GOING OVER BIG LOEW'S THEATRE, TORONTO FORESTRY DEPARTMENTS INTERESTED

THE Provincial Forester of the Department of Lands and Forests of the Province of Ontario, Canada, who, like the state foresters in the United States has recognized the immense value in demonstrating the menace of fire due to human carelessness, has sent to the newspapers in his territory a letter urging that the paper support the local presentation of Vitagraph's "The Ninety and Nine." In the letter the Provincial Forester says:

"Realizing the adaptability of this picture in showing the results of carelessness with fire, we have arranged with the Ontario Motion Picture Bureau to supply a short reel on forest fire protection in Ontario, which will be furnished free to any theatre in Ontario, running "The Ninety and Nine."

The states of Oregon and Washington have joined other states in this country which have great forest preserves, in urging that all theatres play "The Ninety and Nine."

The District Forester of Portland, Ore., has asked that the picture be shown especially during Fire Prevention Week, April 22-27. In a letter the Forest Advisor at Seattle says:

"This is surely an excellent picture to bring home to the people who are travelling in our wooded countries during the summer months, the great need of precaution in handling fire."

When "The Ninety and Nine" was shown at the Ogden Theatre, in Denver, H. N. Wheeler, of the Forestry Department, gave an address each night of its run. This feature has met with market success at Loew's Theatre, Toronto, where it played a week's engagement.

MOVING PICTURES IN SCHOOLS INTRODUCED IN UNITED STATES CANADA MAY FOLLOW SUIT

THE Motion Picture Distributors Producers, through their president, Mr. Will H. Hays, arranged a meeting between a committee of educators and producers, the latter offering \$5,000 as a gift to the educators to experiment with the introduction of films along educational lines in the schools. The offer was accepted. It is said that these films will in no way conflict with the releases to exhibitors, nor will non-theatrical distribution of this kind do other than educate the children with a Moving Picture appetite. We will talk more on this subject anon. In the meantime a similar agitation for the introduction of Moving Pictures in schools in Canada has made its appearance.

H. P. Biggar, European representative of the Dominion Archives, speaking in Toronto, before the United Empire Loyalists' Association, urged this organization to support the introduction of moving pictures in schools as a means of Canadianizing the present generation of Canadians. "We are absorbing all kinds of material in this country," said Mr. Biggar. "Unless you get a healthy tradition you won't get a healthy manhood. And our healthy tradition depends to a great extent on the tradition of the U.E. Loyalists." Mr. Biggar thought it unfortunate that so little history

was being taught in the schools and here is where the moving picture would be found most valuable, of much more importance than the still pictures introduced.

First National Devises Further Aid Exhibitors

First National announces that it will soon be in a position to supply exhibitors with half sheets in addition to the regulation size of posters. Samples of these are now to be seen in First National Exchanges, and they are strikingly effective and catch the eye. Although combined on a one-sheet they can be cut apart readily and used in frames where a one-sheet would be too large. They are particularly adaptable for window showings and eliminate the high cost of the regular window cards.

Garrick Continues To Keep Up Capacity Business

The Garrick, Winnipeg, is still doing capacity business, its 1300 seats being filled night after night. Among the recent pictures were "Nobody's Money," featuring Jack Holt; Lon Chaney in "Shadows," and the week of April 23rd, Walter Hiers in "Mr. Billings Spends His Dime," is coming.

"Man vs. Beast"

Forerunner Animal Thrillers

While several elaborate feature pictures dealing with the big game hunting in Africa are being exploited at the present time, what was perhaps the forerunner of them all, the two-reel Educational Pictures Special, "Man vs. Beast," released just prior to the present flood of these big game pictures, continues to prove a real box-office attraction and to attract most favorable comment from newspaper critics and exhibitors who have played it.

"Man vs. Beast," released by Educational in two reels, was originally a five-reel picture. Due to its short-subject policy and its desire to give only the best of action in its pictures, this five-reel picture was cut to two reels, all the meat and action of the longer subject being retained.

The result is two reels of thrilling action. Many of the largest beasts of Africa are stalked and slain in front of the camera and the climax comes when Louis Shuman, the leader of the expedition, encounters two rhinoceros and drops them within ten feet of the camera.

"Here is the most remarkable jungle picture we have ever seen. It is as interesting as 'Nanook of the North,'" was the report of the management of the Capitol Theatre, St. Paul, Minn. "It is the very best of thrilling entertainments—a picture that is different from anything we have ever seen," was the favorable comment of a brother exhibitor, L. Rubenstein of New Arion, Minn. The newspaper critics were almost unanimous in their praise, the New York World in its review of this picture saying, "The most exciting film on Broadway," and the Times Herald of Waco, Texas, stating that 'Man vs. Beast' is especially remarkable for the large number of thrilling close-ups of conflicts between men and ferocious wild beasts."

These are but a few of the thousands of comments by exhibitors and newspapers following the showing of this remarkable condensed animal thriller.

For Sale

One Powers 6A Hand-drive machine, reels, rewinders, switches, rheostat, screen, curtains, scenery, and one 550-volt motor and 50-volt, 30-amp. generator unit. Price \$300.00. Apply W. J. BIRSCHBACH, Waterloo, Ont.

Projectionist open for immediate engagement. Thoroughly competent. Screen results assured. Best of references. Am union and married. Apply H. E. DREW, North Battleford, Sask.

LOEW MAY SELL OUT THEATRE INTERESTS IN CANADA

IT is reported that Loew will in the future and near present confine his theatrical interests to the United States, disposing of his Canadian interests.

Mr. Loew has already sold his Montreal theatres.

The financial statement of Loew's Theatres Ltd., Toronto, which operates the Yonge St. and Uptown Theatres, shows that bank loans were reduced nearly \$130,000 after \$23,183.00 for 1922 and 1923 had been provided for, and \$18,118.00 on taxes

for 1920 and 21 had been also provided for. This very closely wipes out the operating deficit of 1921.

After paying operating expenses, the total revenue amounted to about \$228,664 for 1922, being in excess of 1921, which totalled \$187,226.

The Uptown house earnings were \$53,694.00. The operating deficit for 1922 has been reduced to \$6,193, as against \$13,278 in 1921.

Balance sheets show a reduction in bank loans from \$200,337, to \$73,785. Total assets are fixed at \$2,308,164.

"Screenland" Editor Likes New Ray Picture

"Please accept the sincere congratulations of Screenland's staff upon your new picture, 'The Girl I Loved.' It is a great picture, the finest thing you have ever done, we think," writes Eunice Marshall, associate editor, for Screenland, to Charles Ray, concerning his latest photoplay for United Artists Corporation release. "You may be interested to know that we are giving the 'The Girl I Loved' the place of honor in the dramatic section of our April issue. For poignant appeal and delicacy of characterization, it is truly the picture of the month."

Queen Square, St. John Returns To Pictures

The Queen Square Theatre has returned to its picture policy after a very successful ten weeks' engagement with the Mae Edwards Players, who put on many splendid plays, and who proved most popular with St. John Theatre-goers. Frederick Selby, manager of the Queen Square, is a man with the community spirit and allows the use of his theatre lobby for sundry sales in order to assist worthy objects.

Mgr. H. Brouse Regains Partial Sight

Slight improvement is seen in the condition of Harry Brouse, proprietor of the Imperial Theatre, Ottawa, Ontario, and one of the most widely-known men in the moving picture business. Several weeks ago Mr. Brouse was suddenly stricken blind and he has been constantly under the care of specialists at his home ever since. Under treatment, he has regained partial sight but only to a slight extent yet.

Ottawa To Have Five Months' Daylight Saving Time

Ottawa, one of the few remaining cities in Canada to continue with the daylight saving plan for summer seasons, will have advanced time this year for five months from May to September inclusive, according to a decision of the City Council. Montreal, the nearest large city, will not have daylight saving, but some 900 firms there have signed an agreement for changed hours so that considerable confusion is being expected.

Thrills For Small Town People

Mean just as much—and maybe more—as they mean to big city folk, and motion picture exhibitors in small towns must give their public the BEST and the BIGGEST features with all the thrills of genuine picture entertainment if they want to build new business and get all out of the territory there is in it.

You are losing audiences and letting box-office profits get away if you fail to show the finest and strongest screen attractions. United Artists Corporation makes it possible for you to show

REX BEACH'S

Great pulse-stirring, breath-snatching, red-blooded film melodramas—each full of thrills from the very first flicker to the very last—

"Fair Lady" and "The Iron Trail"

Here are tremendously popular pictures from the most popular stories by one of the most popular of present-day American authors.

Give your public these thrilling melodramas and you'll have gone a long way toward routing out the stay-at-homes of your town and putting them among the regular patrons of your theatre.

UNITED ARTISTS CORPORATION

MARY PICKFORD, CHARLIE CHAPLIN, DOUGLAS FAIRBANKS, D. W. GRIFFITH

Hiram Abrams, President

R. K. EVANS, General Manager, Canadian Exchanges
6 Dundas St. W. Telephone Adelaide 6763
TORONTO, Ont.

I. SOURKES, Sales Manager
12 Mayor St., MONTREAL, Que.

B. F. LYON, Sales Manager
6 Dundas St. W. Telephone Adelaide 2221
TORONTO, Ont.

C. A. MEADE, Sales Manager
403 Film Exchange Building Telephone N. 8425
WINNIPEG, Man.

A. A. Hixon, Sales Manager
7 Princess Theatre Block, CALGARY, Alta.

CHARLES CHAPLIN'S OWN PRODUCTION RELEASED BY ALLIED PRODUCERS 'PUBLIC OPINION' THE TITLE

FOLLOWING the receipt of its copyright registration in play form, Charles Chaplin announced that the title of his first serious motion picture production would be "Public Opinion." The production will be released by Allied Producers and Distributors Corporation, the subsidiary of United Artists.

The production, which is well under way, and which was temporarily called "Destiny," will be in ten reels, and though written and directed by Chaplin himself, it will star Edna Purviance in the leading role.

The theme is a startling one made more so because of utter simplicity and warmth of feeling that permeates it and even as it marks Chaplin's own first attempt at serious drama, it is said to also blaze a new trail for the entire motion picture industry.

In speaking of the picture himself, Chaplin says:

"I believe that 'Public Opinion' will be the most important work of my career and no one realizes more than I what a revolutionary step I am taking in adhering to the original style of construction which I am using. And I have the utmost confidence in the public. I have never, nor shall I ever try to talk down to the public or up to the public. The public doesn't need such questionable consideration.

"I am trying to portray as far as my ability will permit, an intelligent and sincere story and if I succeed in keeping faith with myself, I have no fears as to the reception of the public. Whether this will be a great picture or just as great a failure there will be originality in story treatment and acting.

There will be no armies, no huge sets and no elaborate mechanical effects but through it all will run a poignant note of human suffering, joy tragedy and humor. I have no idea what the production will cost and won't until it is finished, but I expect to make it as near perfect as I can, no matter how much it would cost.

There have been a number of queries as to whether I intend to act in it, I do not, because in the story, as I truthfully use it, there is no place for my character. And I am rather glad there isn't because the story is something that I wish to say without its being stunted by injecting my own character into it. There would always be the temptation to make the story fit my character, and as a story it does not concern me but life. However, I have no intention of giving up acting, and as soon as this production is made I intend to start making my own pictures immediately."

Playing opposite Edna Purviance, who is being launched on her starring career in "Public Opinion," is Adolphe Menjou, while other important members of the cast include Carl Miller, Lydia Knott, Harry Northrup, Malvina Polo and a number of others well-known in the picture world.

The staff on the production end of the picture includes Alfred Reeves, general manager; Eddie Sutherland, assistant to Mr. Chaplin, while Arthur Stibolt is technical and Art Director. Harry D'Arrast and Jean de Limur are aiding in the picture as advisories on details of the manners and customs of France, where the scenes in the production are laid. Roland Totheroh is handling the photography assisted by Jack Wilson.

Keith Vaudeville, Ottawa Along With Pictures

General Manager Murdock, of the B. F. Keith circuit, New York, and Clark Brown, also of New York, were visitors in Ottawa, Ontario, on April 20th, when they conferred with local theatre interests at the Russell Hotel, regarding the booking of Keith vaudeville into Ottawa, along with pictures. This followed up a recent visit to the Canadian Capital of Mr. Albee, of Montreal, and others to press negotiations for Keith entry into Ottawa.

Mgr. Clarence Robson Inspects Loew's, Ottawa

Mr. Clarence Robson, of Toronto, manager of the Hippodrome, Toronto, and supervisor of the Regent and Strand Theatres for the Famous Players Canadian Corporation, was a visitor in Ottawa, Ontario, on April 19th, when he inspected Loew's Ottawa Theatre. A few weeks ago, the Loew Theatre in Montreal was taken over by N. L. Nathanson, of Toronto, representing Famous Players Canadian Corporation and, in the light of this development, Mr. Robson's trip to Ottawa is considered significant. It is predicted locally that Famous Players will have a theatre in Ottawa before next fall, whether it is Loew's or not.

H. C. Dempsey Buys Theatre Property, Ottawa

H. C. Dempsey has purchased property at Nicholas and Besserer Streets, Ottawa, Ontario, having a 70-foot frontage, from Harry Baldwin, for the purpose of erecting a moving picture theatre. The structure will also include a row of stores with apartments, it is announced. The site holds historic interest because of the fact that it is a property that has been in the continuous possession of the Baldwin family for the past 93 years, being one of the oldest registered areas in the Canadian Capital. It is understood that construction will be started shortly.

CANADIAN DISTRIBUTORS OF—

Motigraph Projectors

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Automatic Ticket Registers

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**EVERYTHING
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Just a Few of the Many Recent MOTIGRAPH DE LUXE Installations:

McVickers, Chicago (5)	Lorain-Fulton, Cleveland (2)
World, Omaha (3)	Harmony, Detroit (2)
Keith's Palace, Cleveland (3)	Senate, Chicago (3)
State Lake, Chicago (3)	Majestic, Sheboygan (2)
Auditorium, Cleveland (2)	Royal, San Antonio (2)

Watch This Space For Announcement of Several De Luxe Installations
We Are Now Completing in Canada.

QUALITY COUNTS!!

**PROMPT AND
EFFICIENT
SERVICE**

THE COLEMAN ELECTRIC CO.

21 DUNDAS ST. EAST, TORONTO, ONT.

"COURTESY with SERVICE"

Hermant Bldg.

Main 3890

WHITE FILM ACTORS BLACK UP

CHRISTIE-EDUCATIONAL 'ROLL ALONG'

IS A CONDENSED MINSTREL SHOW

AL CHRISTIE is well along in production of "Roll Along," an Educational-Christie Comedy that is attracting considerable attention from people on the inside of the motion picture industry in Los Angeles, producers, directors, and newspaper critics.

"Roll Along" will be in the nature of an experiment, as a comedy of this type has never been attempted seriously by a high-class producing organization. It is a comedy in which all of the cast, made up of well-known Christie players, appear in black face.

Negro comedies have been attempted before, but with negro actors. Christie's innovation lies in the idea that white players, under careful direction, can bring out the comedy of the negro with the skill of the trained white comedian.

"So engrossed are the players with their efforts that much may be expected," says Albert Dorric, well-known writer on motion picture subjects in the Hollywood News.

Mr. Dorric comments further:

"Al Christie is responsible for many innovations in Filmdom. He also knows something of comedy and a bit of showmanship.

"His newest innovation, like many others, is of the American theatre, only no other producer seemed to

think of it, and it has not been utilized. Yet there is no question concerning the comedy possibilities, nor will it be claimed that it is not a fine business proposition.

"Mr. Christie is utilizing, to a certain extent, the old minstrel methods. He is doing a black-face comedy, all of the parts being portrayed by experienced white film actors.

"Definite and authentic characterization is being employed. Anything savoring of burlesque is taboo. The result is a genuine negro story—and who can successfully deny that negroes are natural comedians? They just can't help being funny.

"A legitimate and straight comedy story is being utilized in which all the characters are negroes. It is not yet finished, but the 'rushes' are most encouraging. The players are so engrossed with their efforts that much may be expected. Given careful editing and titling, one may reasonably suppose that Al Christie will again give something well worth while to Filmdom."

The major part of the scenes for "Roll Along" are being taken along and on the Sacramento River, where there are several replicas of the Mississippi River steamer. Jimmie Adams, Babe London, and other Christie players will have prominent places in the cast.

Marten Bi-Ocular

Projection New Invention

Latest M.P. Development

The Marten Corporation, Limited, introduced the latest moving picture development called the Marten Bi-Ocular Projection, which is said to relieve all eye-strain in connection with the presentation of pictures. It gives to pictures that depth and increased beauty, enhanced contrasts and more faithful production of the original settings, doing away with the flatness apparent and prevalent in all pictures. It will be introduced in conjunction with the showing of Universal's H. M. Snow production, "Hunting Big Game in Africa," at the Regent, Toronto, the week of April 23rd.

Mgr. T. Addison Reports

"In Name of Law,"

"Third Alarm" Good

Regent Theatre, Drumheller, Alta.,
April, 14th, 1923.

The Manager,
Canadian Educational Films, Ltd.,
Calgary, Alta.

Dear Sir:

"In the Name of the Law," and "The Third Alarm," are two of the best pictures we ever played, and pleased all patrons. We are playing Robertson-Cole pictures regularly, and find them very satisfactory.

Yours truly, T. ADDISON.

"The Greatest Menace"

Opens Strand, Toronto

For Indefinite Run

"The Greatest Menace," a Harry Kaufman Special Features Production, opens at the Strand, Toronto, for an indefinite run the week of April 23rd.

"The Greatest Menace" tells a story of amazing conditions in the city where the drug evil has become such a life destroyer and it evolves around the efforts of a brave young woman to save her brother from utter physical ruin. It's a love story thrillingly told.

The cast of favorites includes such popular players as Ann Little, Wilfred Lucas, Jack Livingston, Robert Gordon, Harry Northrup, Rhea Mitchell, Andrew MacClellan, Mildred June, "Red" Kirby, Gordon Mullen, and Lew Meehan.

Bill Drummond Visits

Toronto From Coast

A recent visitor to Toronto was "Bill" Drummond, of Assoc. First National fame. "Bill" was always full of "live ideas." This is the reason for his Toronto visit. Distribution is the question which "Bill" claims is at present engrossing his attention.

COPIES TELEGRAMS FROM EXHIBITORS

REGARDING SHOWING OF 'DADDY'

Detroit, Mich., March 30th, 1923.

Irving Lesser, Loew's Bldg., N.Y.

Delighted to say "Daddy" giving perfect satisfaction. Business entirely up to expectations. Congratulations. GEORGE TRENDLE.

St. Louis, Mo., March 30th, 1923.

Irving Lesser, Loew State Bldg., N.Y.

Jackie Coogan in "Daddy," is getting better comments than any other picture since "Peck's Bad Boy." Audience give hearty applaud at the end. Business is good considering Holy week.

SPYROS P. SKOURAS.

Atlanta, Ga., March 30th, 1923.

Irving Lesser,

Loew Theatre Bldg., N.Y.

Through Thursday \$3,174. Weather unfavorable. "Daddy" a better box office attraction than "Oliver Twist," and is pleasing everyone more. Regards from both Samuels and myself.

W. C. PATTERSON.

Chicago, Ill., March 31st, 1923.

Irving Lesser.

Loew's State Bldg., N.Y.

"Daddy" doing good business Chicago Theatre, and greatly satisfying audiences. Regards.

BALABAN & KATZ.

Indianapolis, Ind., April 2nd, 1923.

Irving M. Lesser,

1540 Broadway, N. Y.

Engagement "Daddy" very satisfactory. Picture not only did big business but exceedingly well liked by the public.

ROBERT LIEBER.

"Casey Jones, Jr.,"

Educational Comedy

Capitol Electric Sign

At the Capitol, Vancouver, the electric sign recently read, Pola Negri in Bella Donna and "Casey Jones, Jr." The latter being an Educational Comedy release.

RAY LEWIS REVIEWS 'GRUMPY,' 'MASTERS OF MEN,' 'BABIES WELCOME' 'A ROYAL DIVORCE,' 'THE GHOST' 'THE EX-KAISER IN EXILE'

"GRUMPY." William De Mille. Paramount Production. Starring, Theodore Roberts, furnishes an excellent vehicle for the unique screen artistry of Theodore Roberts. It would be difficult to select a greater favorite for character roles than Theodore Roberts, and his host of friends will be delighted at the opportunities which "Grumpy" affords. The story centralizes around the theft of a diamond, and "Grumpy," in true Sherlock Holmes fashion, "plucks out the heart of the mystery." As is usual with De Mille productions; the settings are always lavish enough to suit the most extreme epicurian. Conrad Nagel and May McAvoy were excellent, although her role was perilously close to losing the sympathy of the audience. With a loved one unconscious it is a bit "thick," as they say in England, "to go out teaing" with another man. However, the denouement saved the situation for a "love interest." I wish that leading ladies would emerge a little less carefully attired in beautiful boudoir caps and wraps when thrillers are introduced into pictures, necessitating the awakening of the household of which they are a part. This is a case in point where beauty is only skin deep and a little dishabille would add to the reality of the scene.

"Grumpy" has an excellent title; and has through Cyril Maude's art and fame enjoyed limitless publicity. Between the title and Theodore Roberts, the wholesomeness of the story, exhibitors should find this picture a winner. The rest of the cast deserve honorable mention.

"Masters of Men." Vitagraph. Featuring Earle Williams, Cullen Landis, Alice Calhoun and Wanda Hawley, is a sea story in which romance and thrills play an equal part, with a background of war ships and action which heaps thrill upon thrill. Here is sensation, without sensationalism, exotic love appeal without sensualism, a picture as clean as the smell of the sea in your nostrils. Boys will love it for its adventurous spirit, grandfathers will love it for its interpretation of character-building. Girls will love it because its heroism is the result of the inspiration of love. A picture to make even the impregnable tingle with excitement. Story adapted from Morgan Robertson's sea story—and produced under the direction of

David Smith. The cast is splendid throughout. Cullen Landis has a great part. Wanda Hawley and Alice Calhoun have sympathetic roles and add to the appeal of the picture through the adaptability of their beauty to the quaintness of the period. Earle Williams is dignified and forceful. Exhibitors will have no difficulty with "Masters of Men." It is good all the way through. Go after it.

"Babies Welcome." Two-reel, Christie Educational, featuring Dorothy Devore. This is another excellent example of a Christie comedy. Introducing novelty, appeal and plenty of action. Dorothy Devore has a role which is as strenuous as it is pleasing, and Dorothy makes good "every minute she is on the screen."

The baby show with its close-ups occasioned the entire audience at the Hippodrome, Toronto, to ejaculate a succession of "oh's and ah's," not to mention the baby which wins the first prize of \$500. Christie should get a pension for starting a baby campaign, "Babies Welcome," is the best propaganda "babies" could possibly secure.

"A Royal Divorce." Samuelson production. English picture released by Sol Allen Corporation, at Massey Hall, Toronto, for two weeks. One of the very good English costume pictures with a decided improvement on continuity. The sets and embellishments are very fine and the picture indicates the lavishness which the Napoleonic period calls for, a quality which previous English pictures have lacked. The work of the players is excellent. Empress Josephine and the Princess of Austria are particularly beautiful women, of contrasting types, and their work is outstanding. Napoleon and Talleyrand were both convincing. This picture should have a big following and help to impress, not only patrons, but exhibitors with the fact that they can make very fine pictures in England; the new types of players which are now being selected for English pictures have a personal screen appeal in America, another new quality which being lacking in the earlier English releases affected their popularity extensively here. No arrangement as to plans for the release of "A Royal Divorce" has yet been announced.

"The Ghost," belonging to the Heeza Liar Series of Bray's Animated Cartoon Comedies is a one reel novelty which would be difficult to surpass, even equal for its amazing ingenuity. It makes you feel like the farmer felt upon beholding the hippopotamus for the first time, "There ain't no sich animile." This animated cartoon comedy presents so much that borders on miraculous photography that the spectator is left almost bewildered with amazement. If the rest of the series are like this one, get them quick. Don't hesitate. They are a notable addition to any programme. Through Hodkinson.

"The Ex-Kaiser in Exile" is a two-reel Hodkinson release depicting the Ex-Kaiser at Doorn, Holland. It is a most interesting short subject and one which can be presented by Canadian exhibitors without any scruples as to its purpose. It is, if anything, anti-Prussian, but not of the nature to stir up any war feelings among the pros and cons.

Russell, Ottawa, Closes Will Re-Open May 14th Presentation "Robin Hood"

The Russell Theatre, Ottawa, leased by J. T. Moxley, prominent local exhibitor, has closed temporarily, but announcement is made that the house will re-open Monday, May 14th, for the presentation of "Robin Hood" as a road show, for an indefinite period.

Regent, Ottawa, Provides Special Municipal Programme McLeod Methodist Church

An event, unique in the annals of moving picture theatres in Canada, took place at Ottawa, Ontario, on Sunday, April 15, when the complete orchestra of the Regent Theatre, Ottawa, provided a special musical programme of sacred choral features at the McLeod Street Methodist Church and accompanied the choir and congregation in general singing. The church was crowded to the doors for the service which was directed by Rev. Harry A. Frost and Mr. C. J. L. Rickwood, the latter being the church organist. M. Rudolph Pelisek, conductor of the theatre orchestra, was in charge of that organization. The event was recorded in the local daily newspapers at length.

Satan's Paradise
Canada's First

SUPERLATIVE PRAISE FOR VITAGRAPH 'MASTERS OF MEN' ACCLAIMED

VITAGRAPH'S "Masters of Men," including in its cast such players as Earle Williams, Cullen Landis, Wanda Hawley and Alice Calhoun, appears to have received the general praise of the critics without one dissenting voice making itself heard.

Harrison's report which boasts of no picture advertising, and whose criticisms are critical enough to please all exhibitors nearly finds itself depleted of "praise phrases" with which to praise "Masters of Men"—but read for yourself, here is the report:—

"If the word 'knock-out' had not, on account of constant use, lost its power of expression, it could be used to denote the exact quality of 'Masters of Men,' but such word will not do the picture justice now. Besides being in-

teresting, appealing and thrilling, it is also refreshing, because different. It is not of the manufactured kind, but one in which the characters breathe and think. The picture should have universal appeal."

The Morning Telegraph critic says: "It is the story of a two-fisted, red-blooded boy with a fine sense of honor, who grows into a regular he-man. He has an abundance of hard knocks, but splendid courage and a handy pair of fists bring him to a happy fade-out in the arms of his sweetheart. It is not a Sunday school picture by a darned sight, but it is untainted by the F. Scott Fitzgerald atmosphere. It shows us real ships and real men and the battle scenes are interesting."

TORONTO WILL VOTE ON D.S. SEVENTEEN THOUSAND VOTERS SIGNED PETITION AGAINST CHANGED TIME

THE fact that the City Council was induced to pass a motion allowing the people to vote on Daylight Saving at the next election in Toronto; and that the workers obtained nearly 17,000 signatures, opposed to Daylight Saving and necessary for the introduction of the motion, might not have appeared much of a victory to those interested lukewarmly, but when we find that the splendid efforts of the opposition to Daylight Saving instituted in Baltimore, Maryland, through the

association opposed to Daylight Saving, Frank W. Lawson, secretary, has been considerably set back by the bombshell ruling handed down by Assistant Attorney-General Lindsay C. Spencer stating that the Daylight Saving ordinance could not be placed on the ballot for people to vote on at the coming election, because the necessary petition containing 10,000 names had not been presented, we believe that the workers in Toronto achieved what might be constituted a success.

Mgr. Henry Morton, Gaiety Showing Second Run Super-Productions

The Gaiety, Winnipeg, with Henry Morton as manager, is doing a good business, showing second-run super-productions only, such as "Lorna Doone," "Foolish Wives," "Dangerous Age," "The Bond Man," and "Monte Cristo." This is one of the finest houses and most admirably situated in Winnipeg.

Gus Edwards Novelty Orchestra at Rialto

The Rialto Theatre, Winnipeg, is running exclusively Fox pictures, principally the Star series, Tom Mix, Dustin Farnum, William Farnum, John Gilbert and Shirley Mason. This theatre holds 800 people and is doing a big business. Gus Edwards' Novelty Orchestra, from St. Louis, Mo., is furnishing the music.

GREGOR, STRAND, NEW WATERFORD PRAISES FIRST NATIONAL SERVICE

IN a letter addressed to W. J. Melody of the St. John office of First National Pictures, Mr. Fred Gregor of the Strand Theatre, New Waterford, N.S., makes the following statement: "I might say First National is giving me splendid service. I am having

no trouble whatever with your company and more than pleased with your program. Your new schedule is O.K.

Before closing I must say, "Skin Deep" was one of the best pictures I have seen this year and we did a nice business on this special.

Francis X. Bushman And Beverly Bayne Shea's Hippodrome, Toronto

American Releasing Corporation have secured the Whitman Bennett Production, "Modern Marriage," and Francis X. Bushman, and Beverly Bayne are featured. Production has been arranged as a combination stage and screen attraction in which Bushman and Bayne are to appear in person in the leading theatres throughout the country. Next week introduces these stars at the Hippodrome, Toronto.

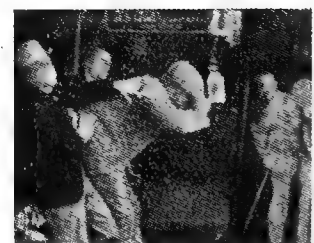
"Modern Marriage" is an adaptation by Dorothy Farnum, from the widely known novel "Lady Varley, by Derek Vane. A splendid cast of players support the stars.

"Robin Hood" Breaks Winnipeg Capitol Record

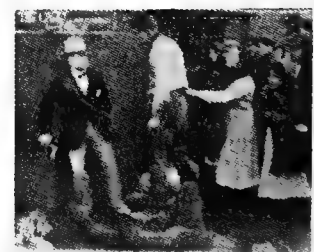
"Robin Hood," with Douglas Fairbanks, played to the largest gross business, breaking all records at the Capitol, Winnipeg, during its engagement week of April 2nd.

Shipman Canadian Features at Garrick

Robert Perry, representing Shipman productions, has completed arrangements in Winnipeg, for the showing of "The Rapids," and "Glen-garry School Days," at the Garrick Theatre, Winnipeg. Mr. Perry has gone on to the Pacific Coast.



Scene from "The Card"
Ideal-Educational Release



Laddie Cliff in "The Card"
The Card finds himself somewhat
embarrassed

"MASTERS OF MEN"

by MORGAN ROBERTSON

The greatest picture of the sea ever presented.

A thrilling story of he-men, men who wear hair on their chests, whose veins run hot with red fighting blood!

A blunt, vigorous yarn of a boy's fight upward against overwhelming odds, where fight means a hard fist and prime muscle, high courage and a ready wallop!

Shanghaied! Drugged by crimps and flung insensible into the hell hole forward, where sweating, brow-beaten men live like beasts scourged to their tasks with curses and belaying pin.

The sea! The flavor of salt in the nostrils; the odor of pitch in the air, the snapping of wind-swept canvas crackling like a machine gun; the creaking, singing wood straining as she rides the high waves! All the magic and lure of adventure, the Spanish Main and sailormen!

Love! A timid boy's unspoken dream of his heart's desire; a girl too old-fashioned to offer love unbidden; a lad's sacrifice of youth's dearest possession—honor—to protect her from the shame of another's crime; the confusion of bitter misunderstandings that threaten life-long broken hearts!

The Navy's bluejackets! Fighting men; what they think and how they live; their loyalty and cheer and youth, eternal, living, fighting youth! The careless devil-may-care sailorman, incorrigible, loyal; impudent and loveable!

Romance! The sea spells romance. Red sunsets turn green waves to crashing mountains of blood; noon suns spread gold upon the bosom of the sea, gold that beckons and calls to youth to gather its riches; never-ending mirages of golden bowls at rainbows' ends. And, the sea gives no riches; only character and manhood, bitterly squeezed out of its cold, hard business.

Wholesome, clean, healthy! A boy's life of adventure, free from tawdry conflicts and sex illusions, based on fact gathered by one who served among men, who loved men, who admired men and who wished youth to so live that he might become a man! The trash of silly, social temptations has no place in this story of a boy who became the master of man.

Dick Halpin is the lad you wanted to be; and I wanted to be! He's the fellow we dreamed of, whose fighting courage we envied. He's the boy that assumed another's petty crime and ran away to sea to live it down, that the girl he loved might not be shamed and humiliated by the revelation of her brother's weakness. He's the fellow you and I used to talk about; that lad of strength and honor we built with boyish imaginations up in the haymow, or while idling with a home-made fishin' rod down by the creek. He's your kind and my kind and because we had fathers and mothers to make our way easier we never managed to be him; but we wanted to and we'll live our dreams again with Dick Halpin in this vivid, living story, "Masters of Men."

A master of men wrote this great sea tale. A man whose life was as hard as the diamonds he cut and who never wrote a line until he had lived beyond an average man's age; a man who took a beating at the hands of a brutal second mate with a smile, and who administered a beating with equal cheerfulness; a man who knew the sea and a sailorman's life; who criticized rightfully Kipling and wrote his first sea tale to prove that a man who knew the sea could write a better story of the sea; a man who earned little by his pen and who starved while he wrote; the greatest writer of sea stories in all literature.

Morgan Robertson, a master of men, wrote the last word in thrilling sea stories when he wrote "MASTERS OF MEN."

Here's a Bet!--

We'll lay even money that the great percentage of theatres that stay open this summer will be selecting consistent programs from these pictures---

NORMA TALMADGE
in
"Smilin' Through"
"Eternal Flame"
"Voice From the Minaret"

KATHERINE MACDONALD
in
"Heroes and Husbands"
"White Shoulders"
"Money, Money, Money"

CONSTANCE TALMADGE
in
"Polly of the Follies"
"Primitive Lover"
"East is West"

JACKIE COOGAN
in
"Oliver Twist"
"Trouble"
"My Boy"
"Daddy"

RICHARD BARTHELMESS
in
"Tol'able David"
"The Bond Boy"
"Sonny"
"Fury"

THOS. H. INCE'S
(Special Productions)
"Skin Deep"
"Bell Boy 13"
"What a Wife Learned"
"The Hottentot"

Special Productions

R. A. WALSH'S
"Kindred of the Dust"

GUY BATES POST
in "Omar the Tentmaker"

LEWIS STONE
in
"The Dangerous Age"

MILTON SILLS
in
"The Isle of Lost Ships"

EDWIN CAREWE'S
"Mighty Lak' a Rose"

The Exhibitor who passes up that line-up of Motion Picture Entertainment without inquiring into the Summer Sales policy of First National is not fair to his patrons nor is he honest with himself.

Write!

Wire!

Phone!

Leading the Field
in
Production



Leading the Field
in
Entertainment

april 28

JAN 15 1934

